



# Sequoia and Kings Canyon National Parks Visitor Study

*Summer 2012*

Natural Resource Report NPS/NRSS/EQD/NRR—2013/712



**ON THE COVER**

Visitors participating in an evening program

Photograph courtesy of Sequoia and Kings Canyon National Parks

---

# **Sequoia and Kings Canyon National Parks Visitor Study**

*Summer 2012*

Natural Resource Report NPS/NRSS/EQD/NRR—2013/712

Ally Begly, Wayde Morse, Yen Le, Steven J. Hollenhorst

Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
University of Idaho  
875 Perimeter Drive MS 1139  
Moscow, ID 83844-1139

September 2013

U.S. Department of the Interior  
National Park Service  
Natural Resource Stewardship and Science  
Fort Collins, Colorado

The National Park Service, Natural Resource Stewardship and Science office in Fort Collins, Colorado, publishes a range of reports that address natural resource topics. These reports are of interest and applicability to a broad audience in the National Park Service and others in natural resource management, including scientists, conservation and environmental constituencies, and the public.

The Natural Resource Report Series is used to disseminate high-priority, current natural resource management information with managerial application. The series targets a general, diverse audience, and may contain NPS policy considerations or address sensitive issues of management applicability.

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible, technically accurate, appropriately written for the intended audience, and designed and published in a professional manner.

Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

Views, statements, findings, conclusions, recommendations, and data in this report do not necessarily reflect views and policies of the National Park Service, U.S. Department of the Interior. Mention of trade names or commercial products does not constitute endorsement or recommendation for use by the U.S. Government.

This report is available from the Social Science Division (<http://www.nature.nps.gov/socialscience/index.cfm>) and the Natural Resource Publications Management website (<http://www.nature.nps.gov/publications/nrpm/>). To receive this report in a format optimized for screen readers, please email [irma@nps.gov](mailto:irma@nps.gov).

This report and other reports by the Visitor Services Project (VSP) are available from the VSP website (<http://www.psu.uidaho.edu/c5/vsp/vsp-reports/>) or by contacting the VSP office at (208) 885-2585.

Please cite this publication as:

Begly, A., W. Morse, Y. Le, and S. J. Hollenhorst. 2013. Sequoia and Kings Canyon National Parks visitor study: Summer 2012. Natural Resource Report NPS/NRSS/EQD/NRR—2013/712. National Park Service, Fort Collins, Colorado.



## Contents

	<b>Page</b>
Executive Summary .....	v
Acknowledgements.....	viii
About the Authors.....	viii
Introduction.....	1
Organization of the Report .....	1
Presentation of the Results.....	2
Methods.....	3
Survey Design and Procedures .....	3
Sample size and sampling plan .....	3
Questionnaire design.....	4
Survey procedure .....	4
Data analysis .....	5
Limitations .....	5
Special conditions .....	5
Checking non-response bias .....	6
Results.....	7
Group and Visitor Characteristics .....	7
Visitor group size.....	7
Visitor group type .....	7
Visitors with organized groups .....	8
United States visitors by state of residence.....	10
Visitors from California and adjacent states by county of residence.....	11
Residents of the area .....	12
International visitors by country of residence.....	13
Number of visits to parks in past 12 months.....	14
Number of visits to parks in lifetime .....	14
Visitor age.....	15
Visitors of Hispanic or Latino ethnicity.....	16
Visitor race.....	16
Language used for speaking and reading.....	17
Park information in Spanish.....	18
Respondent household income .....	20
Respondent household size .....	20
Awareness of fire policy .....	21
Awareness of possibility of experiencing the effects of fire.....	21
Trip/Visit Characteristics and Preferences .....	22
Information sources prior to visit.....	22
Parks as destinations .....	25
Primary reason for visiting the park area.....	25
Transportation .....	26
Number of vehicles .....	27
Entrance used to first enter the park .....	28
Number of park entries .....	28

**Contents** (continued)

	<b>Page</b>
Overnight stays .....	29
Accommodations used inside the parks.....	30
Accommodations used in the area outside the parks .....	32
Accommodations used in the parks and the area outside the parks .....	33
Length of stay in the parks.....	34
Sites visited in the parks .....	35
Activities on past visits .....	36
Activities on this visit .....	37
Activities on future visits .....	38
Electronic devices used or desired to use to obtain park information .....	39
Ratings of Services, Facilities, Attributes, Resources, and Elements .....	40
Concession (commercial) services and facilities used.....	40
Importance ratings of concession (commercial) services and facilities.....	44
Quality ratings of concession (commercial) services and facilities.....	46
Mean scores of importance and quality ratings of concession (commercial) services and facilities .....	48
Commercial services and facilities available on a future visit.....	49
Visitor services and facilities used.....	50
Importance ratings of visitor services and facilities .....	51
Quality ratings of visitor services and facilities.....	53
Mean scores of importance and quality ratings of visitor services and facilities .....	55
Concern about effects of climate change on national parks .....	56
Opinions about safety .....	57
Sources of safety information .....	58
Expenditures .....	59
Total expenditures inside and outside the parks .....	59
Number of adults covered by expenditures .....	60
Number of children covered by expenditures .....	60
Expenditures inside the parks .....	61
Expenditures outside the parks .....	65
Preferences for Future Visits .....	70
Preferred subjects to learn on a future visit .....	70
Preferred methods to learn about the parks.....	72
Amenities to use in developed campgrounds on a future visit .....	73
Overall Quality .....	75
Visitor Comment Summaries .....	76
Additional comments .....	76
Visitor Comments .....	78
Appendix 1: The Questionnaire.....	89
Appendix 2: Additional Analysis.....	91
Appendix 3: Decision Rules for Checking Non-response Bias .....	93
References.....	94

## Executive Summary

This visitor study report profiles a systematic random sample of Sequoia and Kings Canyon National Parks (NPs) visitors during August 2 - 8, 2012. A total of 1,019 questionnaires were distributed to visitor groups, including 1,015 in English and 14 in Spanish. Each questionnaire included an option to complete the survey online. Of those, 541 questionnaires (538 English and 3 Spanish) were returned, (470 paper questionnaires and 71 online questionnaires), resulting in a 53.1% response rate.

<b>Group size and type</b>	Fifty-one percent of visitor groups consisted of four or more people and 45% were in groups of two or three. Sixty-eight percent of visitor groups consisted of family groups.
<b>State or country of residence</b>	United States visitors were from 41 states, Washington, DC, and Puerto Rico and comprised 79% of total visitation during the survey period, with 73% from California. International visitors were from 18 countries and comprised 21% of total visitation during the survey period, with 22% from France.
<b>Frequency of visits</b>	In the past 12 months, 83% of visitors visited the parks once, while 12% visited two or three times in the past 12 months. For 53%, this was their first visit in their lifetime, while 33% had visited three or more times in their lifetime.
<b>Age, ethnicity, race, income level, and household size</b>	Forty-one percent of visitors were ages 41-65 years, 26% were 21-40 years old, and 20% were ages 15 years or younger. Twenty-one percent were Hispanic or Latino. Eighty-five percent of visitors were White and 11% were Asian. Twenty-six percent of respondents reported a household income of \$100,000-\$149,999. Forty-eight percent of respondents had two or three people in their household.
<b>Language preference and information in Spanish</b>	Most (88%) visitor groups preferred English for speaking and 87% preferred English for reading. Six percent of visitor groups used park information in Spanish. Seventeen percent of visitor groups felt that services in the parks need to be provided in languages other than English.
<b>Awareness of park policy and effects of fire</b>	Sixty-one percent of visitor groups were aware of the parks' fire policy. Forty-two percent of visitor groups were aware that they might experience smoke from prescribed, managed, or suppression fires during their visit to the parks.
<b>Information sources</b>	Most visitor groups (92%) obtained information about the park prior to their visit through the parks' website (56%), friends/relatives/word of mouth (41%), and previous visits (37%). Most visitors (92%) received the information they needed. Fifty-seven percent of visitor groups used or desired to use electronic devices to obtain information.
<b>Parks as destination</b>	For 63% of visitor groups, Sequoia and Kings Canyon NPs were the primary destination and for 36%, the visit to the parks was one of several destinations.
<b>Primary reason for visiting the area</b>	For 20% of visitor groups, all members were residents of the area (within 80 miles of either park). Among nonresident visitor groups, 82% indicated that visiting the park was the primary reason for coming to the area.

## Executive Summary (continued)

<b>Transportation</b>	Sixty percent of nonresident visitor groups used a car to travel most of the distance from their home to the Sequoia and Kings Canyon NPs area, 18% used a SUV/truck/van, and 18% traveled in an airplane. Fifty-eight percent of visitor groups used one personal vehicle to arrive at the parks. Fifty-seven percent of visitor groups used one rental vehicle to arrive at the parks.
<b>Park entrance and number of park entries</b>	Fifty-three percent of visitor groups first entered the parks by Highway 198 into Sequoia NP, while 45% entered by Highway 180 into Kings Canyon NP. Sixty-eight percent of visitor groups entered the parks one time.
<b>Overnight stays</b>	Eighty-two percent of visitor groups stayed overnight inside Sequoia and Kings Canyon NPs or in the area within 80 miles of the parks. Of those staying inside the parks, 46% of visitor groups stayed two or three nights. Of those staying outside the parks within 80 miles of either park, 75% stayed one or two nights.
<b>Length of stay</b>	Of the visitor groups that spent less than 24 hours in the parks, the average length of stay was 7.4 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 3.5 days. The average length of stay for all visitor groups was 50.4 hours or 2.1 days.
<b>Sites visited</b>	The most common places visited in the parks were General Sherman Tree (73%), General Grant Tree (57%), and Moro Rock (42%).
<b>Activities on this visit</b>	The most common activities were day hiking or walking (78%), scenic driving (78%), sightseeing (74%), and picnicking (42%).
<b>Concession (commercial) services and facilities</b>	The concession services and facilities most commonly used by visitor groups were gift shops (74%), markets (59%), and restaurants (36%).
<b>Visitor services and facilities</b>	The visitor services and facilities most commonly used by visitor groups were restrooms (93%), parking areas (88%), and roads (85%).
<b>Safety</b>	Most visitor groups (84%) obtained safety information about potential park hazards and other hazards. The most common sources were signs (74%), park newspaper/map (49%), and staff at visitor centers/museums (45%).
<b>Expenditures</b>	The average visitor group expenditure (inside and outside the parks within 80 miles of either park) was \$514. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$310, and the average total expenditure per person (per capita) was \$142.
<b>Preferred subjects to learn on a future visit</b>	Ninety percent of visitor groups were interested in learning on a future visit. The most common topics included animals (80%), wilderness (74%), and history/archeology (64%).
<b>Preferred methods of learning about the parks</b>	Most visitor groups (95%) were interested in learning about the natural and cultural history of Sequoia and Kings Canyon NPs through visitor centers/exhibits (67%), brochures/other printed materials (58%), and outdoor exhibits (55%).

**Executive Summary (continued)****Amenities to use  
in developed  
campgrounds on  
a future visit**

Seventy-one percent of visitor groups were interested in camping in Sequoia and Kings Canyon NPs on a future visit. The most common amenities visitor groups would like to use in developed campgrounds on a future visit included showers (81%), standard campsites (1-6 people) (75%), and ability to make advance reservations (66%).

**Overall quality**

Most visitor groups (90%) rated the overall quality of facilities, services, and recreational opportunities at Sequoia and Kings Canyon NPs as “very good” or “good.” Less than 1% of groups rated the overall quality as either “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

## **Acknowledgements**

We thank Ally Begly for compiling the report, Wayde Morse for overseeing the fieldwork, Ani Alcocer, Ricardo Sanchez-Murillo, Dana Dierkes, and the staff and volunteers of Sequoia and Kings Canyon NPs for assisting with the survey, and Matthew Strawn for data processing.

## **About the Authors**

Ally Begly is a research assistant for the Visitor Services Project. Wayde Morse, Ph.D., is Assistant Professor at Auburn University; Yen Le, Ph.D., is Director of the Visitor Services Project at the University of Idaho; and Steven Hollenhorst, Ph.D., was the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho



## Introduction

This report describes the results of a visitor study at Sequoia and Kings Canyon NPs in Three Rivers, California, conducted August 2 - 8, 2012 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Sequoia and Kings Canyon NPs, “This landscape testifies to nature’s size, beauty, and diversity—huge mountains, rugged foothills, deep canyons, vast caverns, and the world’s largest trees. Sequoia and Kings Canyon National Parks lie side-by-side in the southern Sierra Nevada, east of the San Joaquin Valley. Visitor activities vary by season and elevation (1,370 to 14,494 feet).” ([www.nps.gov/seki](http://www.nps.gov/seki), retrieved April 2013).

## Organization of the Report

This report is organized into three sections.

### Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

### Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

### Section 3: Appendices

Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

## Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

### Key

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

\* appears when the total percentages do not equal 100 due to rounding.

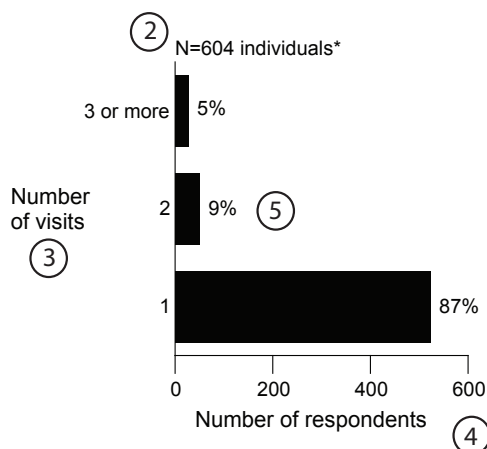
\*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

### Example 1



① **Figure 14.** Number of visits to the park in past 12 months

## Methods

### Survey Design and Procedures

#### *Sample size and sampling plan*

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at five sites during August 2 - 8, 2012. Visitors were surveyed between the hours of 8 a.m. and 8 p.m. Table 1 shows the eight locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 1,124 visitor groups were contacted and 1,019 of these groups (90.7%) accepted questionnaires. (The average acceptance rate for 277 VSP visitor studies conducted from 1988 through 2012 is 91.3%.) The distributed questionnaires included 14 in Spanish, of which three were returned. Visitors could complete either the paper version of the questionnaire or the online version. The online option did not change the sample size or sampling plan, but provided the visitor with another option for completing the survey. Paper versions of the questionnaire were completed and returned by 470 visitor groups resulting in a 46.1% response rate; online questionnaires were completed by 71 visitor groups, a 6.9% response rate. The overall response rate for this study was 53.1%. (The average response rate for the 277 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned				Returned	
	N	%	n <sup>1</sup> Paper	% by site	n <sup>2</sup> Online	% by site	Total	% of total
Ash Mountain Entrance	422	41	158	84	30	16	188	40
Azalea Campground	55	5	28	93	2	7	30	6
Big Stump Entrance	361	35	140	84	26	16	166	35
Buckeye Flat Campground/ River	19	2	7	88	1	13	8	2
Hospital Rock	20	2	6	75	2	25	8	2
Lodgepole Campground	55	5	32	89	4	11	36	8
Potwisha Campground	27	3	10	83	2	17	12	3
Visitor Center	60	6	19	86	3	14	22	5
Total	1,019	99*	400		70		470	101*

\* total percentages do not equal 100 due to rounding

## Questionnaire design

The Sequoia and Kings Canyon NPs' questionnaire was developed through workshops and conference calls held with park staff to design and prioritize questions. Some questions were comparable with VSP studies conducted at other parks while others were customized for Sequoia and Kings Canyon NPs. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

The questionnaire was presented in two formats—traditional paper booklet and online, which was compatible with most common web browsers for both PC and Macintosh computers. The online survey password was a one-time use, computer-generated password unique to each participant. Unique passwords were used to prevent unauthorized access to a participant's survey. Participants could log in and out of their survey by selecting the "save and return later" option. When the participant finished the survey and selected the "completed and exit" option, the survey was "locked" and future access was not possible.

No pilot study was conducted to test the Sequoia and Kings Canyon NPs questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

## Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the parks fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. They were given a questionnaire containing a postcard with a unique user ID and password, the Internet address, and directions for completing the survey online. Visitors were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided or complete the survey online.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to participants who had not returned their questionnaires. Eight weeks after the survey, a third round of replacement questionnaires was mailed to participants who had not returned their questionnaires. Follow-up letters contained another unique password that differentiated between mailing waves and eliminated duplicate submissions.

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 23, 2012	606	177	783
1 <sup>st</sup> replacement	September 7, 2012	439	116	555
2 <sup>nd</sup> replacement	September 27, 2012	393	0	393
3 <sup>rd</sup> replacement	November 2, 2012	313	0	313

## ***Data analysis***

---

For the paper version, visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. For online surveys, the visitor responses were sent directly to the database. Responses to open-ended questions for paper and online versions were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS).

## ***Limitations***

---

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. Visitors were given more than one option to complete the survey, which may have affected the response rate.
3. The data reflect visitor use patterns at the selected sites during the study period of August 2 - 8, 2012. The results present a 'snapshot in time' and do not necessarily apply to visitors during other times of the year.
4. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. When the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, table, or text.
5. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

## ***Special conditions***

---

The weather during the survey period ranged from cloudy, cool, and rainy to extremely hot, with temperatures reaching 100 degrees Fahrenheit. During the survey period, there was extensive road construction in the parks, which may have had an impact on both the distribution and acceptance rates, as well as the visitor experience.

### ***Checking non-response bias***

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant travel distance to the park. Respondents and non-respondents were significantly different in terms of average respondent age and group type. Significant differences were not found in other variables (see Tables 3 - 6). The results indicated that visitors at younger age ranges (less than 40 years old) and visitors who traveled with family were not as responsive to the survey. Some biases due to non-response may need to be taken into consideration. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

<b>Variable</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (t-test)</b>
Age (years)	47.23 (N=466)	40.53 (N=536)	<0.001
Group size	4.59 (N=459)	5.19 (N=539)	0.156

Table 4. Comparison of respondents and non-respondents by group type

<b>Group type</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (chi-square)</b>
Alone	26 (6%)	16 (3%)	<0.001
Family	315 (69%)	399 (76%)	
Friends	47 (10%)	75 (14%)	
Family and friends	72 (16%)	38 (7%)	

Table 5. Comparison of respondents and non-respondents by primary destination

<b>Destination</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (chi-square)</b>
Park as primary destination	279 (60%)	357 (66%)	0.100
Park as one of several destinations	182 (39%)	177 (33%)	
Unplanned visit	5 (1%)	4 (1%)	

Table 6. Comparison of respondents and non-respondents by distance from home to park

<b>Distance</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (chi-square)</b>
Within 100 miles	50 (14%)	55 (14%)	0.559
101-200 miles	119 (33%)	118 (31%)	
201-300 miles	37 (10%)	39 (10%)	
301 miles or more	67 (19%)	60 (16%)	
International visitors	89 (25%)	114 (30%)	



## Results

### Group and Visitor Characteristics

#### Visitor group size

##### Question 22b

On this visit, how many people, including yourself, were in your personal group?

##### Results

- 51% of visitor groups consisted of four or more people (see Figure 1).
- 45% were in groups of two or three.

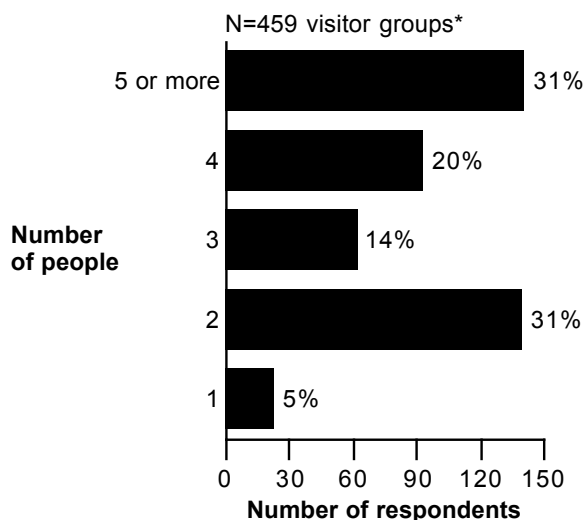


Figure 1. Visitor group size

#### Visitor group type

##### Question 22a

On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

##### Results

- 68% of visitor groups consisted of family groups (see Figure 2).
- 16% consisted of family and friends.
- 10% consisted of friends.
- No "other" group type (<1%) was specified.

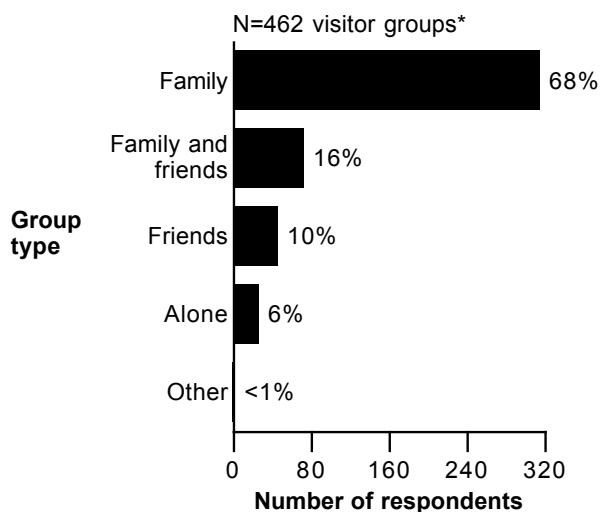


Figure 2. Visitor group type

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitors with organized groups

### Question 21a

On this visit, was your personal group with a commercial guided tour group?

#### Results

- 1% of visitor groups were with a commercial guided tour group (see Figure 3).

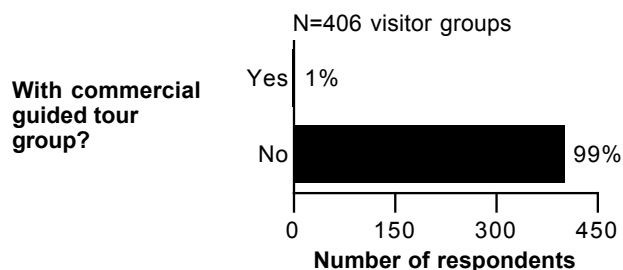


Figure 3. Visitors with a commercial guided tour group

### Question 21b

On this visit, was your personal group with a school/educational group?

#### Results

- Less than 1% of visitor groups were with a school/educational group (see Figure 4).

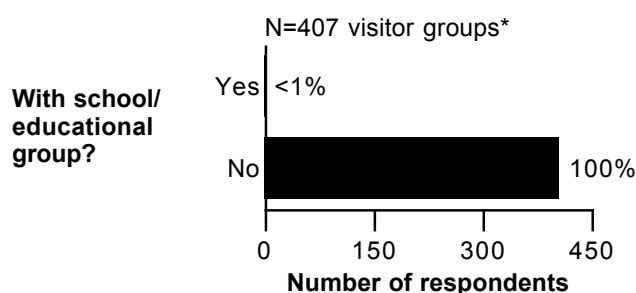


Figure 4. Visitors with a school/educational group

### Question 21c

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

#### Results

- 3% of visitor groups were with an “other” organized group (see Figure 5).

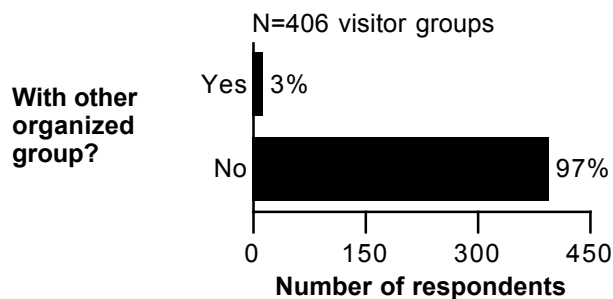


Figure 5. Visitors with an “other” organized group

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 21d**

If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

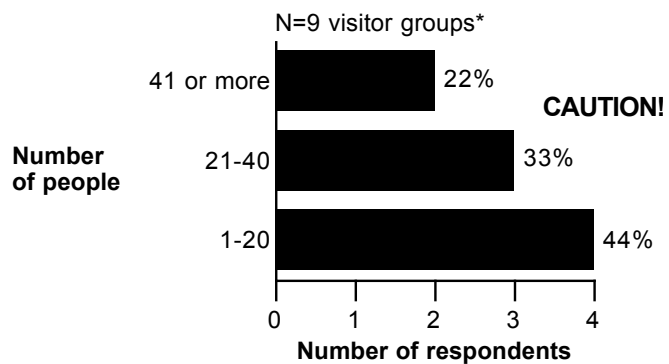


Figure 6. Organized group size

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**United States visitors by state of residence****Question 23b**

For your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

**Results**

- U.S. visitors were from 41 states, Washington, DC, and Puerto Rico and comprised 79% of total visitation to the park during the survey period.
- 73% of U.S. visitors came from California (see Table 7 and Figure 7).
- 2% came from Arizona, Virginia, Texas, Michigan, and Maryland.
- Smaller proportions came from 35 other states, Washington, DC, and Puerto Rico.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=1,168 individuals*	Percent of total visitors N=1,486 individuals
California	849	73	57
Arizona	28	2	2
Virginia	28	2	2
Texas	27	2	2
Michigan	19	2	1
Maryland	18	2	1
Colorado	16	1	1
Florida	16	1	1
Pennsylvania	14	1	1
Nevada	12	1	1
Minnesota	11	1	1
New York	11	1	1
Wyoming	8	1	1
Indiana	7	1	<1
Ohio	7	1	<1
Illinois	6	1	<1
Iowa	6	1	<1
New Mexico	6	1	<1
Oklahoma	6	1	<1
Oregon	6	1	<1
21 other states, Washington, DC, and Puerto Rico	67	6	5

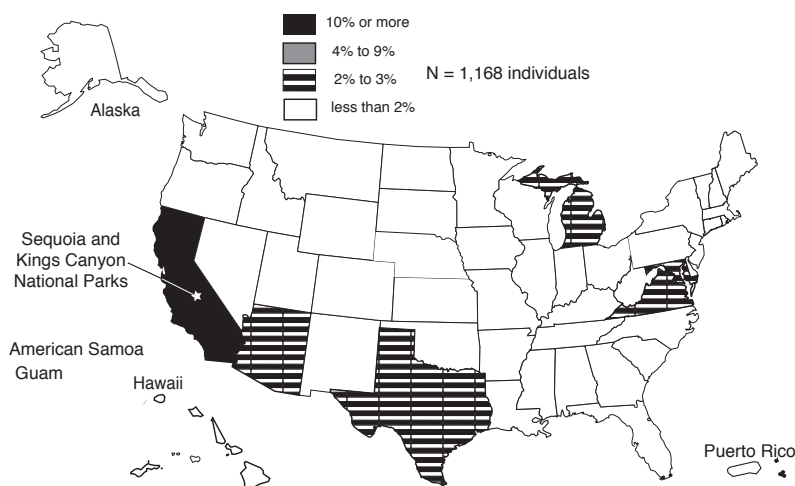


Figure 7. United States visitors by state of residence

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Visitors from California and adjacent states by county of residence**

Note: Response was limited to seven members from each visitor group.

Table 8. Visitors from California and adjacent states by county of residence

Results

- Visitors from California and adjacent states were from 40 counties and comprised 76% of total U.S. visitation to the park during the survey period.
- 30% came from Los Angeles County, CA (see Table 8).
- 13% Came from Orange County, CA.
- Small proportions of visitors came from 38 other counties in California and adjacent states.

County, State	Number of visitors N=891 individuals	Percent
Los Angeles, CA	267	30
Orange, CA	116	13
Tulare, CA	74	8
San Diego, CA	63	7
Fresno, CA	56	6
Ventura, CA	42	5
Kern, CA	37	4
San Bernardino, CA	28	3
Riverside, CA	24	3
Santa Clara, CA	24	3
San Luis Obispo, CA	15	2
Alameda, CA	13	1
San Francisco, CA	13	1
Clark, NV	12	1
Maricopa, AZ	12	1
Contra Costa, CA	11	1
Kings, CA	11	1
San Mateo, CA	11	1
Santa Barbara, CA	8	1
Pima, AZ	5	1
Sacramento, CA	5	1
Coconino, AZ	4	<1
Lane, OR	4	<1
Marin, CA	4	<1
Pinal, AZ	4	<1
Santa Cruz, CA	4	<1
Solano, CA	3	<1
Tuolumne, CA	3	<1
Cochise, AZ	2	<1
Jefferson, OR	2	<1
Mariposa, CA	2	<1
Merced, CA	2	<1
Monterey, CA	2	<1
Shasta, CA	2	<1
Calaveras, CA	1	<1
Modoc, CA	1	<1
San Joaquin, CA	1	<1
Sonoma, CA	1	<1
Yavapai, AZ	1	<1
Yolo, CA	1	<1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## ***Residents of the area***

---

### **Question 6a**

Was every member in your personal group a resident of the Sequoia and Kings Canyon NPs area within 80 miles of either park?

### **Results**

- For 20% of visitor groups, all members were residents of the area (see Figure 8).

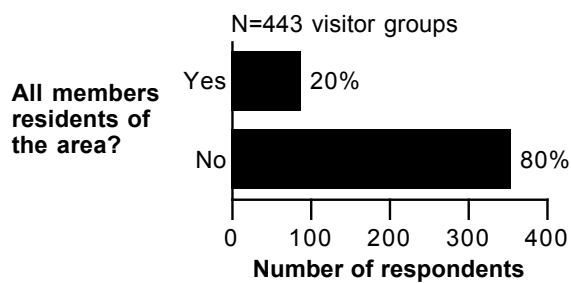


Figure 8. Visitor groups that were comprised of area residents only

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**International visitors by country of residence****Question 23b**

For your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

**Results**

- International visitors were from 18 countries and comprised 21% of total visitation to the park during the survey period.
- 22% of international visitors came from France (see Table 9).
- 19% came from Germany.
- Smaller proportions of international visitors came from 16 other countries.

Table 9. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=318 individuals*	Percent of total visitors N=1,486 individuals
France	71	22	5
Germany	61	19	4
The Netherlands	37	12	2
Switzerland	33	10	2
United Kingdom	26	8	2
Italy	21	7	1
Belgium	16	5	1
Spain	14	4	1
Israel	10	3	1
Austria	9	3	1
Australia	4	1	<1
Mexico	4	1	<1
Canada	3	1	<1
Czech Republic	2	1	<1
Iran	2	1	<1
Portugal	2	1	<1
Russia	2	1	<1
Japan	1	<1	<1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Number of visits to parks in past 12 months

#### Question 23c

For your personal group on this visit, how many times have you visited Sequoia and Kings Canyon NPs in the past 12 months (including this visit)?

Note: Response was limited to seven members from each visitor group.

#### Results

- 83% of visitors visited the parks once in the past 12 months (see Figure 9).
- 12% visited two or three times.

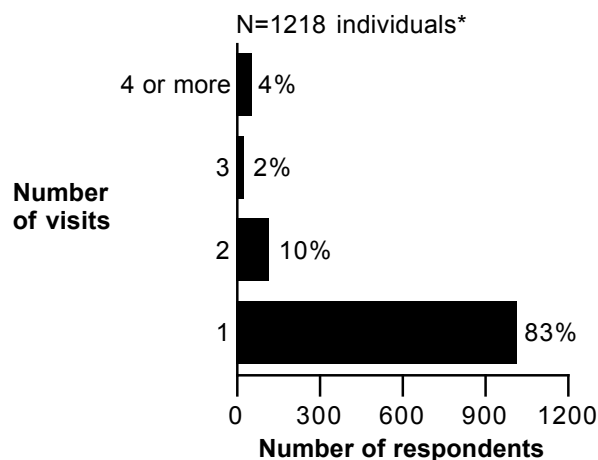


Figure 9. Number of visits to parks in past 12 months

### Number of visits to parks in lifetime

#### Question 23d

For your personal group on this visit, how many times have you visited Sequoia and Kings Canyon NPs in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

#### Results

- 53% of visitors were visiting the parks for the first time (see Figure 10).
- 33% visited three or more times.

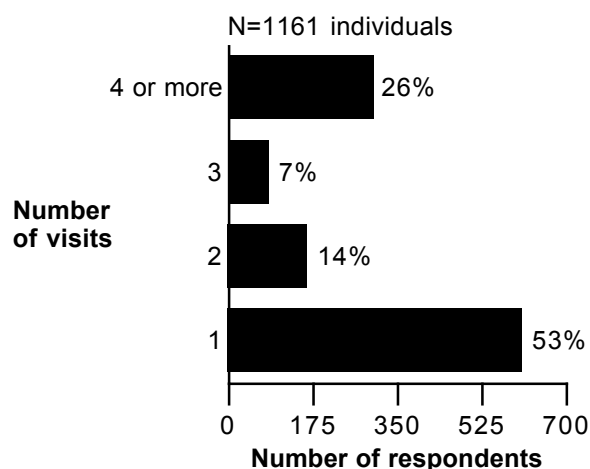


Figure 10. Number of visits to parks in lifetime

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitor age

### Question 23a

For your personal group on this visit,  
what is your current age?

Note: Response was limited to seven  
members from each visitor group.

### Results

- Visitor ages ranged from 1 to 87 years.
- 41% of visitors were 41 to 65 years old (see Figure 11).
- 20% were 15 years or younger.
- 6% were 66 years or older.

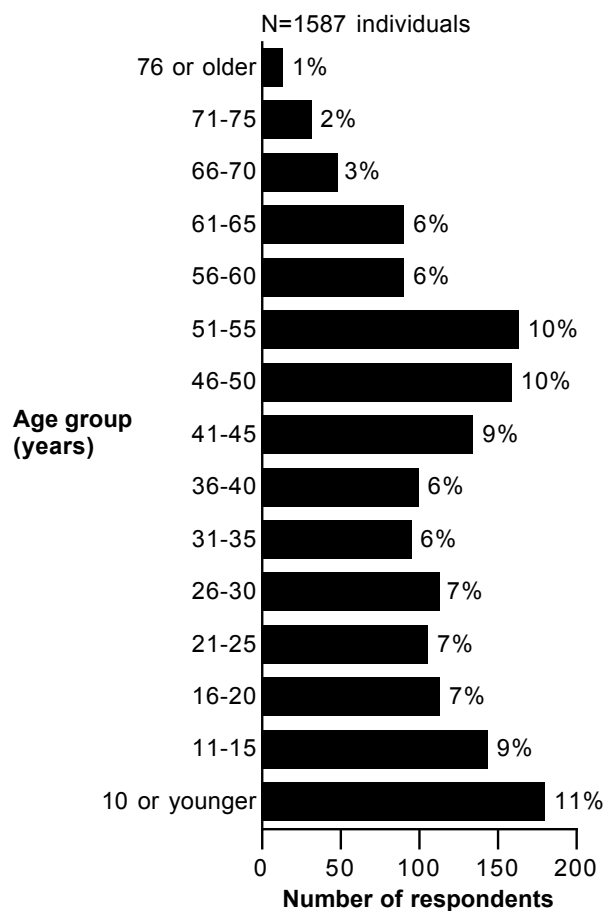


Figure 11. Visitor age

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Visitors of Hispanic or Latino ethnicity

#### Question 24a

Are members of your personal group  
Hispanic or Latino?

Note: Response was limited to seven  
members from each visitor group.

#### Results

- 21% of visitors were Hispanic or Latino (see Figure 12).

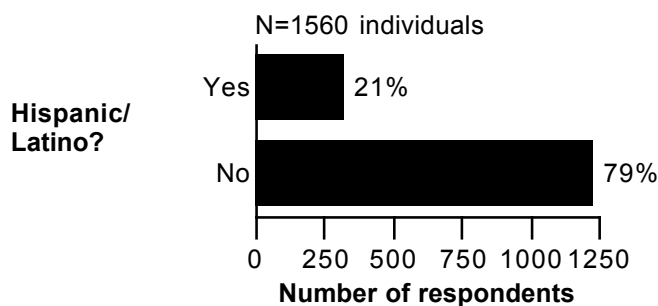


Figure 12. Visitors of Hispanic or Latino ethnicity

### Visitor race

#### Question 24b

What is the race of each member of  
your personal group?

Note: Response was limited to seven  
members from each visitor group.

#### Results

- 85% of visitors were White (see Figure 13).
- 11% were Asian.

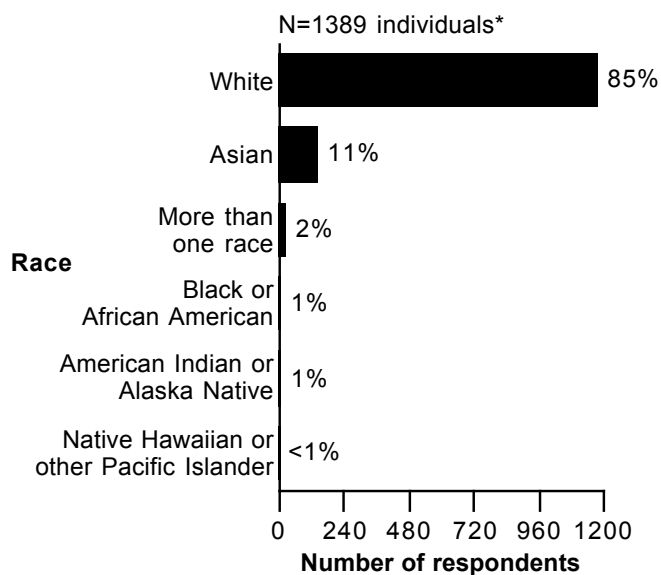


Figure 13. Visitor race

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Language used for speaking and reading

### Questions 17a and 17b

When visiting an area such as Sequoia and Kings Canyon NPs, what language(s) do most members of your personal group prefer to use for speaking and reading?

### Results

#### Speaking

- 88% of visitor groups preferred English for speaking (see Figure 14).
- “Other” languages (8%) preferred for speaking are listed in Table 10.

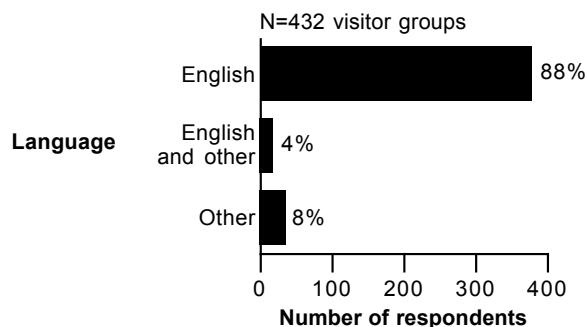


Figure 14. Language preferred for speaking

#### Reading

- 87% of visitor groups preferred English for reading (see Figure 15).
- “Other” languages (9%) preferred for reading are shown in Table 11.

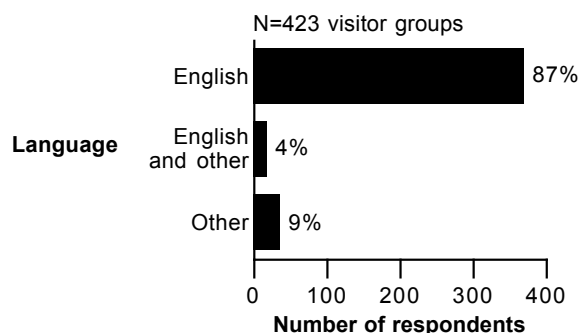


Figure 15. Language preferred for reading

Table 10. Other languages preferred for speaking (N=70 comments)

Language	Number of times mentioned
Spanish	22
French	17
German	15
Dutch	4
Chinese	3
Korean	3
Italian	2
Japanese	2
Hebrew	1
Punjabi	1

Table 11. Other languages preferred for reading (N=66 comments)

Language	Number of times mentioned
French	18
German	17
Spanish	17
Italian	3
Chinese	2
Dutch	2
Hebrew	2
Korean	2
Filipino	1
Japanese	1
Punjabi	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Park information in Spanish

### Question 17b

Some information about Sequoia and Kings Canyon NPs is available in Spanish. On this visit, which of the following information in Spanish did your personal group use?

#### Results

- 6% of visitor groups used Spanish information about Sequoia and Kings Canyon NPs (see Figure 16).
- Interpret with **CAUTION!** Not enough visitor groups responded to this question to provide reliable results (see Figure 17).
- “Other” sources (12%) were:

Historical information  
Park paper  
River warnings

#### Use information in Spanish?

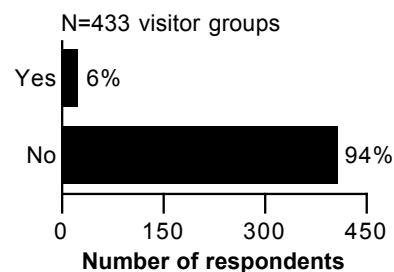


Figure 16. Visitor groups that used park information in Spanish

#### Information in Spanish

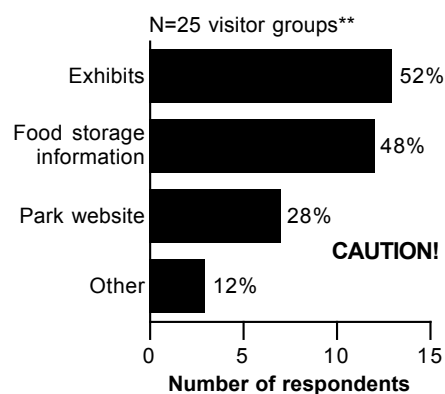


Figure 17. Sources of park information in Spanish

### Question 17c

If park information were not available in Spanish, could your personal group have read it in English?

#### Results

- 96% of visitor groups could read park information in English (see Figure 18).

#### Able to read information in English?

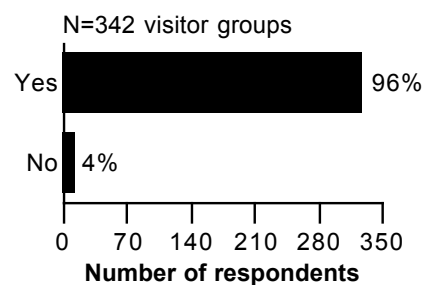


Figure 18. Visitor groups that could read park information in English

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Question 17d**

What services in the parks need to be provided in languages other than English?

**Results**

- 17% of visitor groups felt there were services that need to be provided in languages other than English (see Figure 19).
- 52 visitor groups listed services that need to be provided in languages other than English (see Table 12).

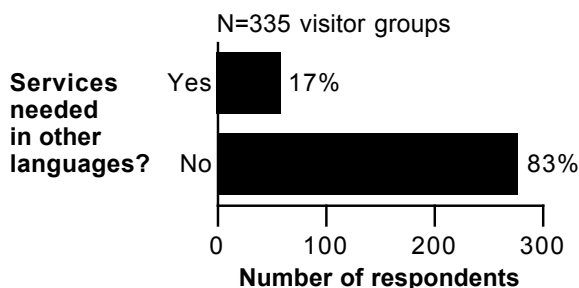


Figure 19. Visitor groups that felt services needed to be provided in languages other than English

Table 12. Services needed in languages other than English (N=66 comments; some visitor groups made more than one comment)

Service	Number of times mentioned
Safety information	13
Signs	5
Brochures	4
Emergency information	4
Food storage information	4
Bathrooms	3
Directional signs	3
Park regulations	3
Visitor center	3
Everything	2
Campground rules	2
Guides	2
Maps	2
Presentations	2
Ranger-led programs	2
Blind/deaf	1
Construction information	1
Entrance information	1
Exhibits	1
Gate attendant	1
More resources	1
Portable electronics	1
Ranger services	1
Road safety	1
Staff information	1
Trash	1
Walks	1

- Some visitor groups listed languages instead of services:

Chinese  
French  
German  
Japanese  
Korean  
Spanish

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Respondent household income

### Question 25a

For you only, which category best represents your annual household income?

#### Results

- 21% of respondents reported a household income of \$50,000-\$74,999 (see Figure 20).
- 19% had an income of \$100,000-\$149,999.
- 14% had an income of \$75,000-\$99,999.

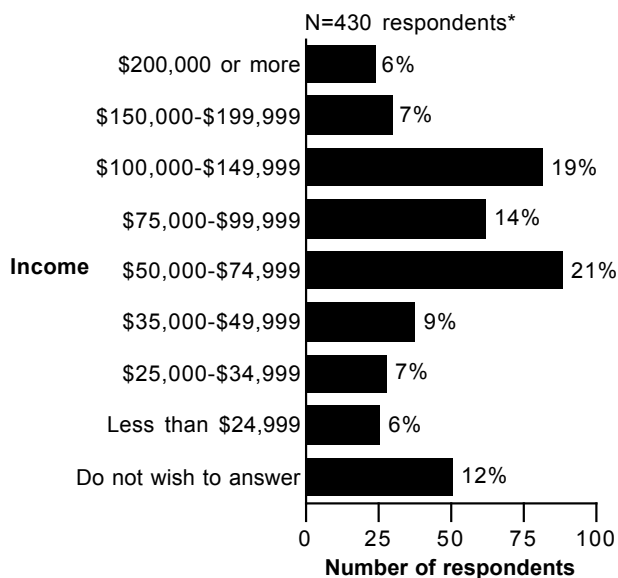


Figure 20. Respondent household income

## Respondent household size

### Question 25b

How many people are in your household?

#### Results

- 48% of respondents had two or three people in their household (see Figure 21).
- 38% had four or more people.

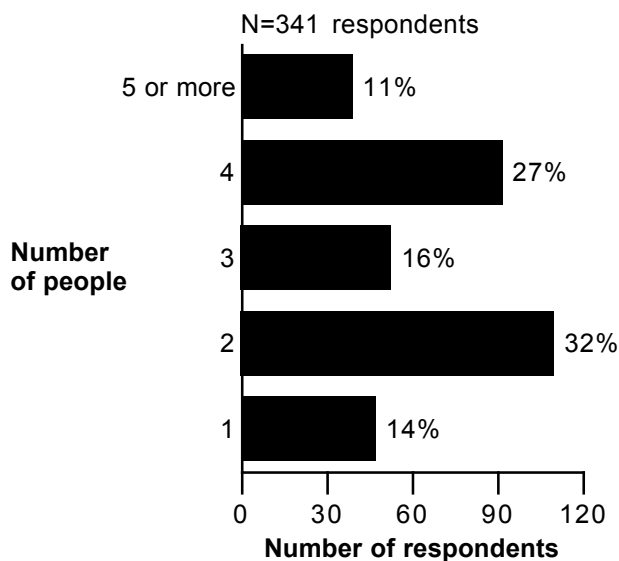


Figure 21. Number of people in respondent household

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Awareness of fire policy

### Question 18a

Wildfires are part of the Sierra Nevada ecosystem. Park managers use prescribed fire or manage lightning-caused fires to achieve ecological benefits, and reduce hazardous fuels to prevent destructive fires. Fires that threaten life or property are suppressed. Prior to your visit to Sequoia and Kings Canyon NPs, was anyone in your personal group aware of this fire policy?

#### Results

- 61% of visitor groups were aware of the parks' fire policy (see Figure 22).

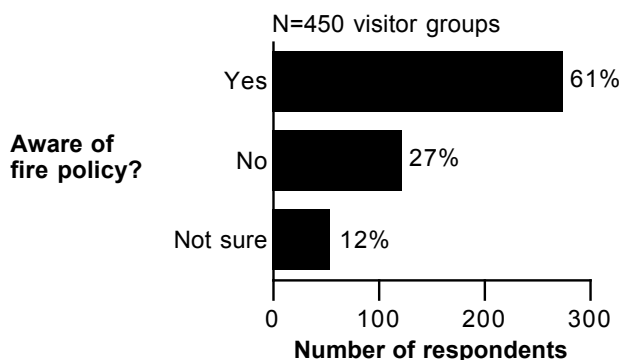


Figure 22. Visitor groups that were aware of the parks' fire policy

## Awareness of possibility of experiencing the effects of fire

### Question 18b

Prior to your visit, were you aware that your personal group might experience smoke from prescribed fires, managed wildfires, or suppression fires during your visit to Sequoia and Kings Canyon NPs?

#### Results

- 42% of visitor groups were aware that they might experience smoke from prescribed fires, managed wildfires, or suppression fires during their visit to the parks (see Figure 23).

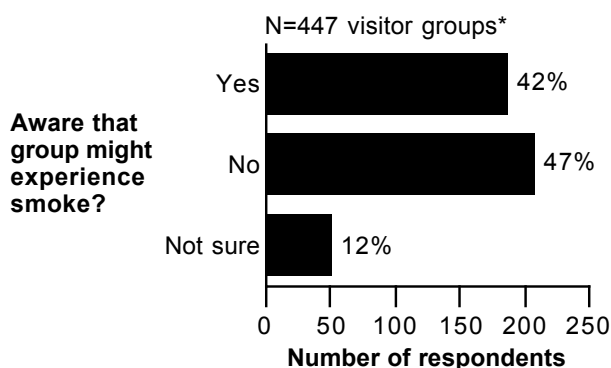


Figure 23. Visitor groups that were aware they might experience smoke from prescribed fires, managed wildfires, or suppression fires during their visit to the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Trip/Visit Characteristics and Preferences

### Information sources prior to visit

#### Question 1a

Prior to this visit, how did your personal group obtain information about Sequoia and Kings Canyon National Parks (NPs)?

#### Results

- 92% of visitor groups obtained information about Sequoia and Kings Canyon NPs prior to their visit (see Figure 24).
- As shown in Figure 25, among those visitor groups that obtained information about Sequoia and Kings Canyon NPs prior to their visit, the most common sources used were:

56% Sequoia and Kings Canyon NPs website

41% Friends/relatives/word of mouth

37% Previous visits

- Other websites (8%) are listed in Table 13.
- Other sources (5%) are listed in Table 14.

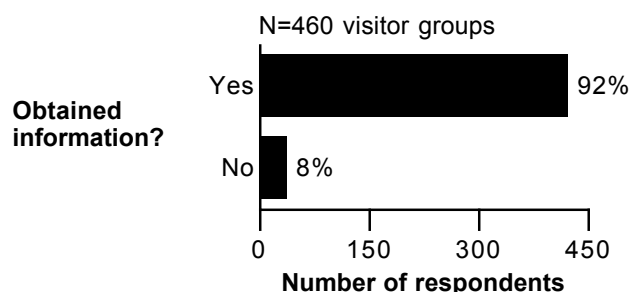


Figure 24. Visitor groups that obtained information prior to visit

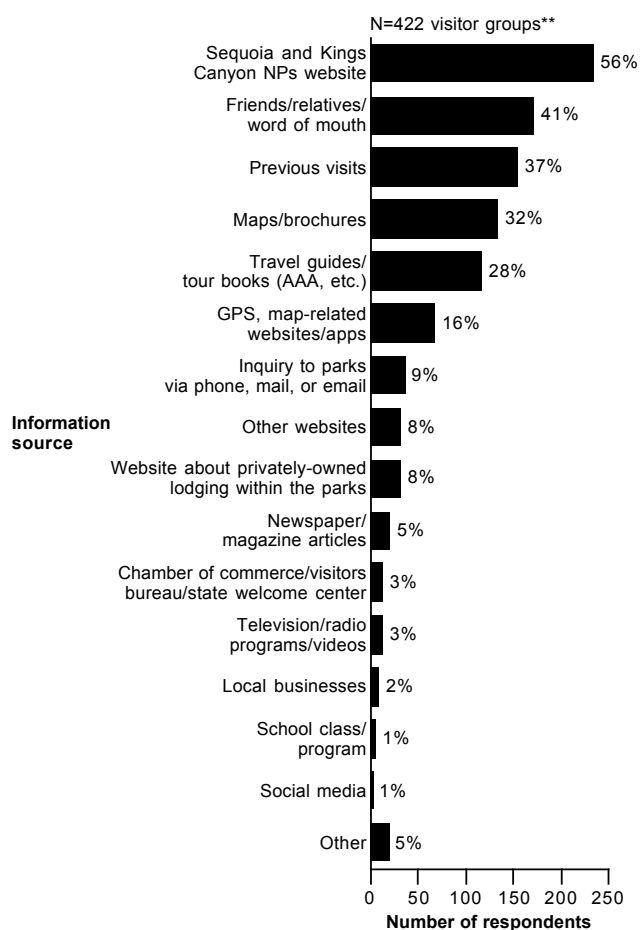


Figure 25. Sources of information used by visitor groups prior to visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 13. Other websites  
(N=27 comments) – **CAUTION!**

Website	Number of times mentioned
www.maps.google.com	3
www.yelp.com	3
www.tripadvisor.com	2
www.visitsequoia.com	2
www.wikipedia.org	2
www.amesiha.faam.nl	1
www.californiaparks.gov	1
www.campsitephotos.com	1
www.google.com	1
www.noaa.gov	1
www.para.net	1
www.redwoodhikes.com/Sequoias	1
www.reserveamerica.com	1
www.sequoia-kingscanyon.com	1
www.sequoia.national-park.com	1
www.wikitravel.org	1
Camping websites	1
Sites about tours in the West	1
Travel blogs	1
Various	1

Table 14. Other sources of information  
(N=13 comments) – **CAUTION!**

Information source	Number of times mentioned
Books	3
A past trip to Yosemite NP	1
Directions from source of travel	1
Hume Lake Christian Camp	1
Interest in trees	1
Lifelong California campers	1
Lived close by for 40 years	1
Moon California Camping	1
Retired NPS	1
Travel agencies	1
Worked for NFS	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 1b**

From the sources you used prior to this visit, did your personal group receive the type of information about the parks that you needed?

**Results**

- 92% of visitor groups received needed information prior to their visit (see Figure 26).

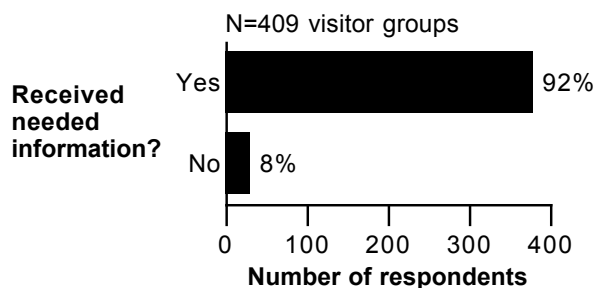


Figure 26. Visitor groups that received needed information prior to their visit

**Question 1c**

If NO, what type of park information did your personal group need that was not available? (Open-ended)

**Results – Interpret results with CAUTION!**

- 25 visitor groups listed information they needed but was not available (see Table 15).

Table 15. Needed information that was not available (N=32 comments; some visitor groups made more than one comment) – **CAUTION!**

Needed information	Number of times mentioned
Road construction information	4
Park trails	2
Hiking trail information	2
Time of travel/wait for entry into Crystal Cave	2
Location and amount of campgrounds	2
Different entrances	1
Directions	1
Directions to lodge	1
Forest fire information	1
Hiking map	1
Information in French on website	1
Information we got at the visitors center and from rangers	1
Is it really worth visiting (the place)	1
It was hard to determine if there were sites for tent camping	1
Length of vehicles allowed in Sequoia NP	1
Map of the Hart Tree Trail in Redwood Canyon	1
Maps of small, child-friendly hikes	1
Maps of the greater park system	1
Park maps/signs were confusing to find	1
Park trails	1
Points of interest	1
Road conditions	1
Signage	1
Weather conditions	1
Wheelchair accessibility	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## ***Parks as destinations***

### **Question from on-site interview**

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Sequoia and Kings Canyon NPs fit into your personal group’s travel plans?”

### **Results**

- 63% of visitor groups indicated that Sequoia and Kings Canyon NPs were their primary destination (see Figure 27).
- 36% indicated the visit to the parks was one of several destinations.

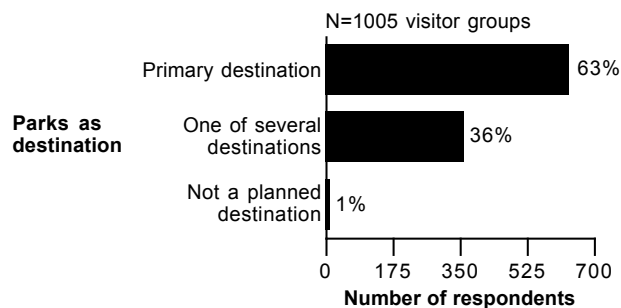


Figure 27. How visit to parks fit into visitor groups' travel plans

## ***Primary reason for visiting the park area***

### **Question 6b**

Was visiting Sequoia and Kings Canyon NPs the primary reason nonresident members in your personal group came to the area within 80 miles of either park?

### **Results**

- For 82% of visitor groups, visiting the parks was the primary reason nonresident group members visited the area (see Figure 28).

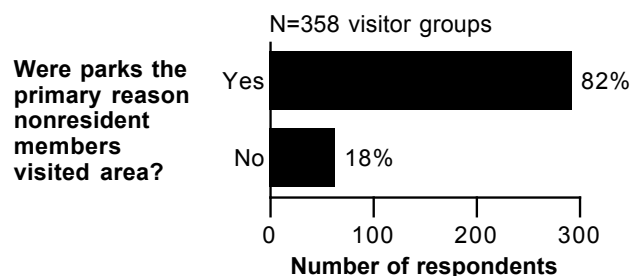


Figure 28. Nonresident members whose primary reason for visiting the area was to visit Sequoia and Kings Canyon NPs

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Transportation

### Question 6c

For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the area?

### Results

- 60% of nonresident visitor group members used a car to travel most of the distance from home to the Sequoia and Kings Canyon NPs area (see Figure 29).
- 18% used a SUV/truck/van.
- 18% traveled in an airplane.
- No “other” method of transportation (<1%) was specified.

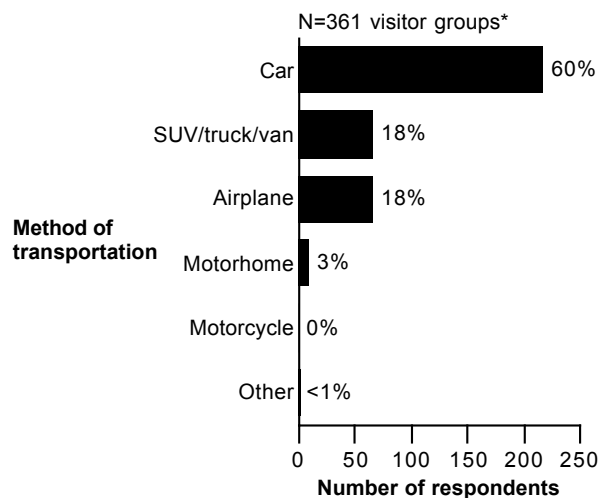


Figure 29. Method of transportation

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Number of vehicles

### Question 20a

How many vehicles, personal and/or rental, did your personal group use to arrive at the parks?

#### Results

- 58% of visitor groups used one personal vehicle to arrive at the parks (see Figure 30).
- 57% of visitor groups used one rental vehicle to arrive at the parks (see Figure 31).

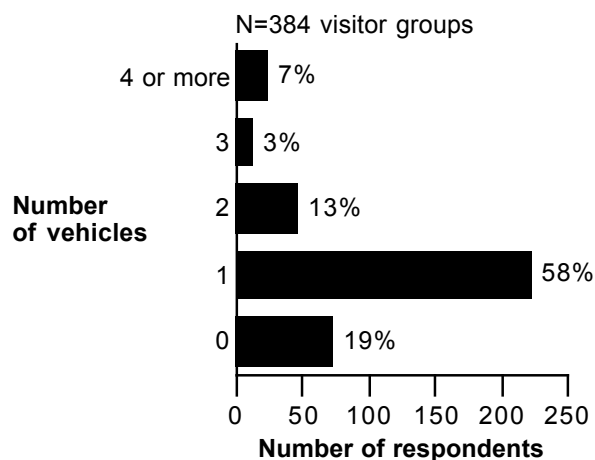


Figure 30. Number of personal vehicles used to arrive at the parks

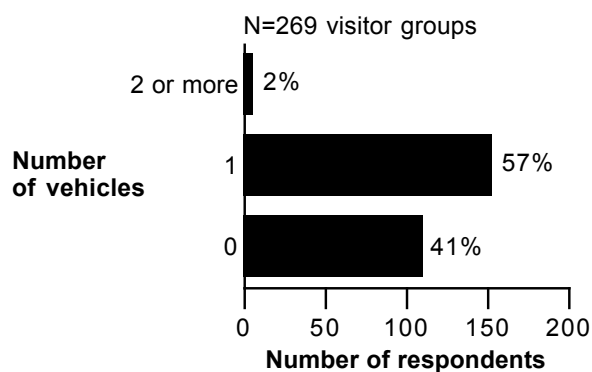


Figure 31. Number of rental vehicles used to arrive at the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Entrance used to first enter the park

#### Question 5a

On this visit, where did you first enter Sequoia and Kings Canyon NPs?

#### Results

- 53% of visitor groups first entered the parks by Highway 198 into Sequoia NP (see Figure 32).
- 45% used Highway 180 into Kings Canyon NP.
- “Other” entrances (1%) were:

By trail over Bishop Pass  
Olancho  
Snorkeling down river  
Three Rivers

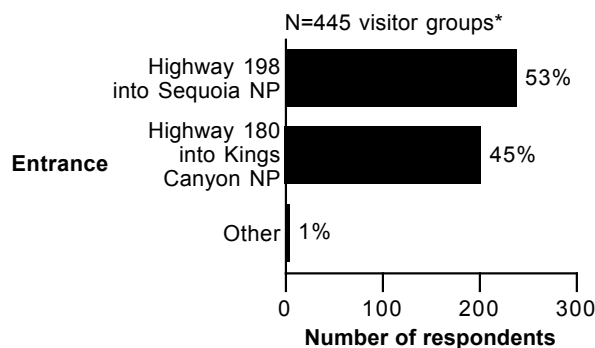


Figure 32. Entrance used to first enter the park

### Number of park entries

#### Question 20b

On this trip, how many times did your personal group enter the parks?

#### Results

- 68% of visitor groups entered the parks one time (see Figure 33).
- 17% entered twice.

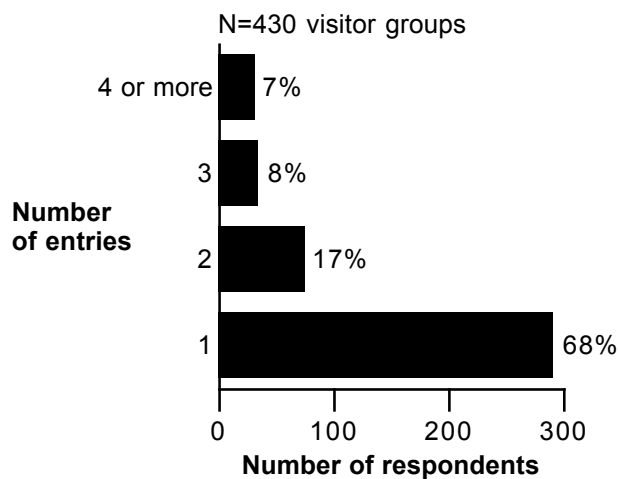


Figure 33. Number of park entries

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Overnight stays

### Question 2a

On this trip, did anyone in your personal group stay overnight, away from their permanent residence, either inside Sequoia and Kings Canyon NPs or the area within 80 miles of either park?

#### Results

- 82% of visitor groups stayed overnight inside Sequoia and Kings Canyon NPs or in the area within 80 miles of the parks (see Figure 34).

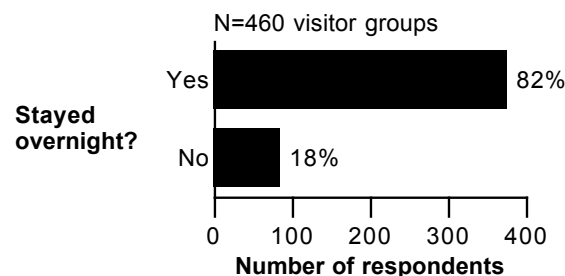


Figure 34. Visitor groups that stayed overnight inside Sequoia and Kings Canyon NPs or in the area within 80 miles of the parks

### Question 2b

If YES, please list the number of nights your personal group stayed in Sequoia and Kings Canyon NPs.

#### Results

- 46% of visitor groups stayed two or three nights inside the parks (see Figure 35).
- 37% stayed four or more nights.

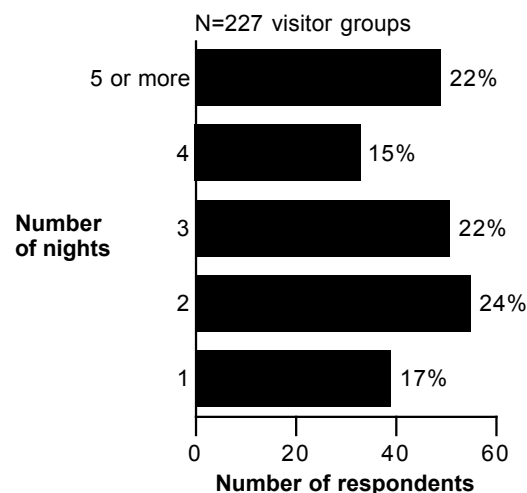


Figure 35. Number of nights spent inside the parks

### Question 2b

If YES, please list the number of nights your personal group stayed in the area within 80 miles of either park.

#### Results

- 46% of visitor groups stayed two or three nights outside the parks within 80 miles of either park (see Figure 36).
- 40% stayed one night.

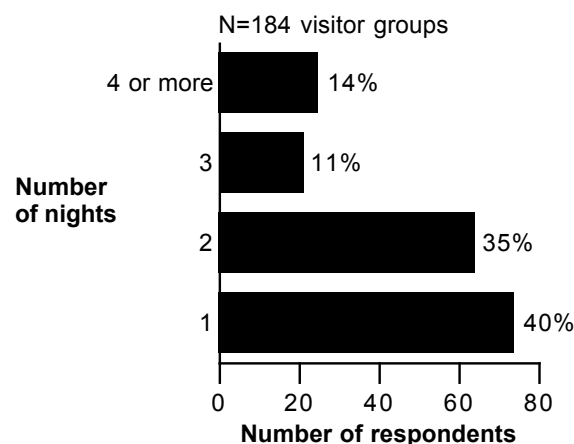


Figure 36. Number of nights spent in the area outside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Accommodations used inside the parks

### Question 2c

How many nights did your personal group spend in the following types of accommodations inside the parks?

### Results

- As shown in Figure 37, among those visitor groups that stayed overnight inside the parks, the most common types of accommodations used were:

58% Tent camping in developed campgrounds

17% Concessioner lodging

- Developed campground locations are listed in Table 16.
- “Other” accommodations (3%) used were:
  - Hume Lake cabin (private)
  - Hume Lake Christian Camp (private)
  - Montecito Lake Resort (USFS concession)
  - Sequoia High Sierra Camp (USFS concession)
  - Stony Creek (USFS Campground)
- Table 17 shows the number of nights spent at accommodations inside the parks. Accommodations specified by fewer than 30 visitor groups should be interpreted with **CAUTION!**

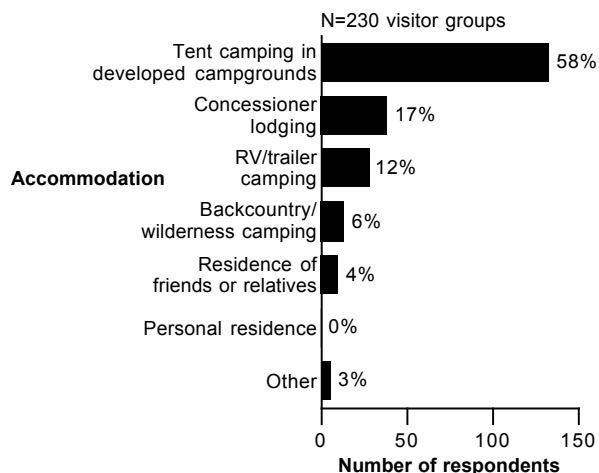


Figure 37. Accommodations used inside the parks

Note: Some visitor groups indicated they used an accommodation without specifying the number of nights; therefore, the N in Figure 37 and in Table 17 is not the same.

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 16. Developed campground locations  
(N=154 comments; some visitor groups made more than one comment)

Location	Number of times mentioned
Lodgepole	37
Azalea	23
Dorst Creek	14
Potwisha	12
Sunset	10
Grant Grove	8
Buckeye Flat	7
Cedar Grove	7
Sheep Creek	5
Crystal Springs	4
Moraine	4
Big Meadows	2
Hume Lake	2
Kings Canyon	2
Mineral King	2
Atwell Mill	1
Canyon View	1
Camp San Joaquin	1
Far Horizons	1
Forest Service campground	1
High Meadows	1
Horse camp	1
KOA Visalia	1
Near Hume Lake Christian Camp	1
Princess	1
Sequoia	1
Stony Creek	1
Upper Stony Creek	1
Wawona	1
Wuksachi Lodge	1

Table 17. Number of nights spent in accommodations inside the parks  
(N=number of visitor groups)

Accommodation	N	Number of nights (%)*			
		1	2	3	4 or more
Concessioner lodging: John Muir Lodge, Cedar Grove Lodge, Grant Grove Cabins, Wuksachi Lodge	39	51	26	15	8
RV/trailer camping – <b>CAUTION!</b>	28	14	21	21	43
Tent camping in developed campgrounds	133	13	24	24	39
Backcountry/wilderness camping – <b>CAUTION!</b>	14	14	21	7	57
Residence of friends or relatives – <b>CAUTION!</b>	6	16	0	33	50
Personal residence	0	--	--	--	--
Other – <b>CAUTION!</b>	10	50	20	10	20

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Accommodations used in the area outside the parks

### Question 2d

How many nights did your personal group spend in the following types of accommodations within 80 miles of the parks?

### Results

- As shown in Figure 38, among those visitor groups that stayed overnight in the area outside the parks, the most common types of accommodations were:  
  
81% Other lodge, hotel, motel, vacation rental, B&B, etc.  
7% Tent camping in developed campgrounds
- “Other” accommodation (1%) used was:  
  
Three Rivers
- Table 18 shows the number of nights spent in accommodations in the area outside the parks. Accommodations specified by fewer than 30 visitor groups should be interpreted with **CAUTION!**

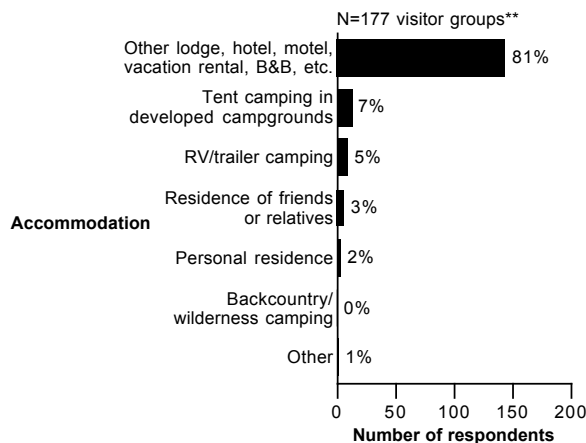


Figure 38. Accommodations used outside the parks within 80 miles

Note: Some visitor groups indicated they used an accommodation without specifying the number of nights; therefore, the N in Figure 38 and in Table 18 is not the same.

Table 18. Number of nights spent in accommodations outside the parks within 80 miles (N=number of visitor groups)

Accommodation	N	Number of nights (%)*			
		1	2	3	4 or more
Other lodge, hotel, motel, vacation rental, B&B, etc.	144	46	37	10	7
RV/trailer camping – <b>CAUTION!</b>	9	44	33	11	11
Tent camping in developed campgrounds – <b>CAUTION!</b>	13	31	15	23	31
Backcountry/wilderness camping	0	--	--	--	--
Residence of friends or relatives – <b>CAUTION!</b>	6	0	0	0	100
Personal residence – <b>CAUTION!</b>	3	0	33	33	33
Other – <b>CAUTION!</b>	2	50	0	0	50

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Accommodations used in the parks and the area outside the parks

### Question 2c and 2d combined

How many nights did your personal group spend in the following types of accommodations inside the parks and within 80 miles of the parks?

### Results

- As shown in Figure 39, among those visitor groups that stayed overnight inside the parks and in the area outside the parks, the most common types of accommodations were:
  - 45% Lodging (concessioner inside the parks and lodge, hotel, motel, vacation rental, B&B, etc. in the area outside the parks)
  - 36% Tent camping in developed campgrounds
- Table 19 shows the number of nights spent in accommodations inside the parks and in the area outside the parks. Accommodations specified by fewer than 30 visitor groups should be interpreted with **CAUTION!**

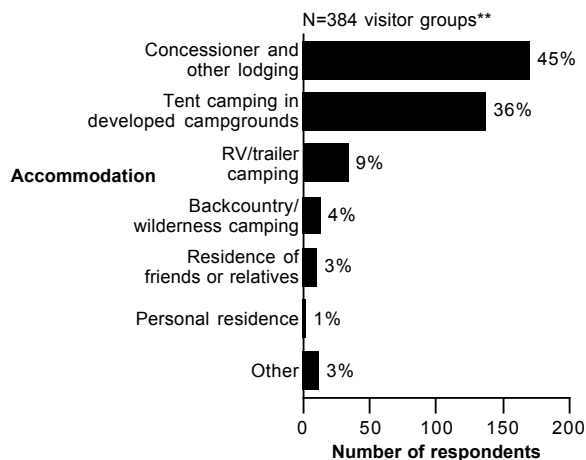


Figure 39. Accommodations used inside the parks and outside the parks within 80 miles

Table 19. Number of nights spent in accommodations both inside the parks and outside the parks within 80 miles  
(N=number of visitor groups)

Accommodation	N	Number of nights (%)*			
		1	2	3	4 or more
Lodging (concessioner inside the parks and lodge, hotel, motel, vacation rental, B&B, etc. in the area outside the parks)	171	40	37	15	8
RV/trailer camping	35	17	29	17	37
Tent camping in developed campgrounds	138	14	22	22	41
Backcountry/wilderness camping – <b>CAUTION!</b>	14	14	21	7	57
Residence of friends or relatives – <b>CAUTION!</b>	11	0	0	18	82
Personal seasonal residence – <b>CAUTION!</b>	3	0	33	33	33
Other – <b>CAUTION!</b>	12	50	17	8	25

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Length of stay in the parks

### Question 3

On this visit, how long did your personal group spend visiting Sequoia and Kings Canyon NPs?

#### Results

##### Number of hours if less than 24

- 65% of visitor groups spent six or more hours in the parks (see Figure 40).
- 19% spent four or five hours.
- The average length of stay for visitor groups who spent less than 24 hours was 7.4 hours.

##### Number of days if 24 hours or more

- 56% of visitor groups spent two or three days in the parks (see Figure 41).
- 36% spent four or more days.
- The average length of stay for visitor groups who spent 24 hours or more was 3.5 days.

##### Average length of stay for all visitors

- The average length of stay for all visitor groups was 50.4 hours or 2.1 days.

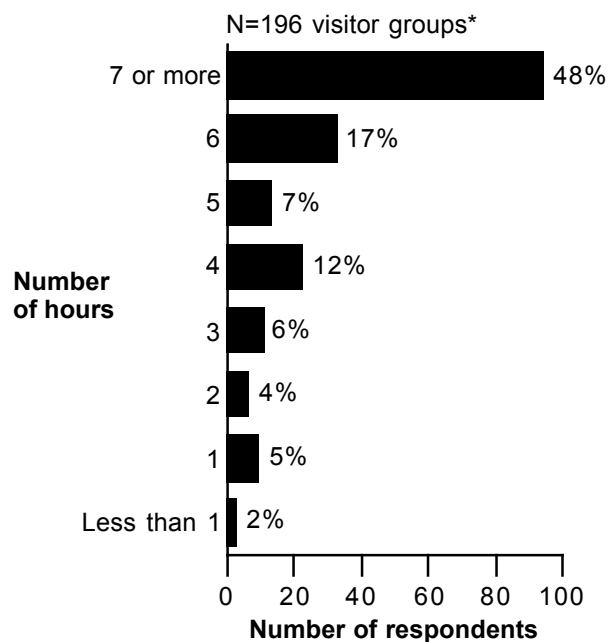


Figure 40. Number of hours spent in the parks

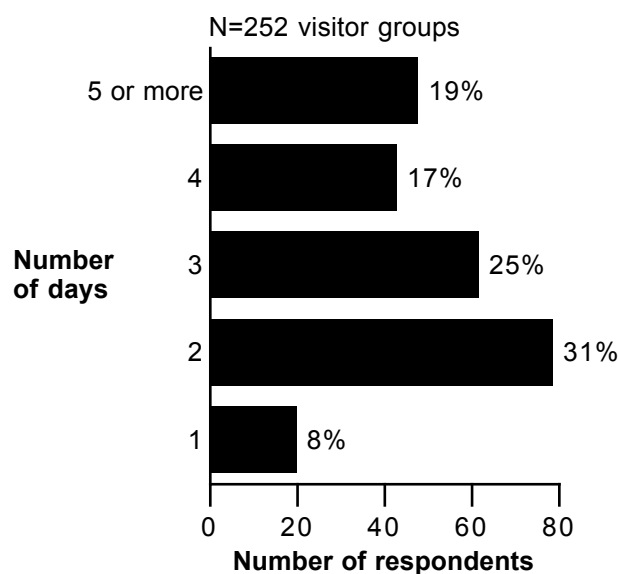


Figure 41. Number of days spent in the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Sites visited in the parks

### Question 5b

On this visit to Sequoia and Kings Canyon NPs, which places did your personal group visit?

- As shown in Figure 42, the most commonly visited sites by visitor groups at Sequoia and Kings Canyon NPs were:

73% General Sherman Tree

57% General Grant Tree

42% Moro Rock

- The least visited sites were:

4% Undeveloped wilderness in Kings Canyon NP

4% Mineral King

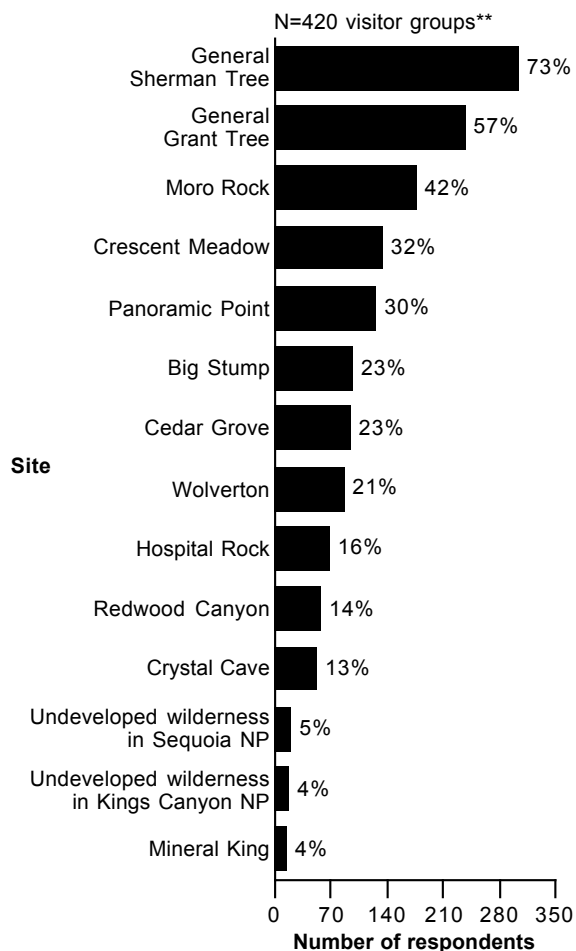


Figure 42. Sites visited in the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Activities on past visits

### Question 4a

On past visits, in which activities did your personal group participate within Sequoia and Kings Canyon NPs?

### Results

- As shown in Figure 43, the most common activities in which visitor groups participated on past visits were:

84% Day hiking or walking  
70% Scenic driving  
69% Sightseeing

- “Other” activities (5%) were:

Backcountry skiing  
Biking  
Eating at restaurant  
Mountain biking

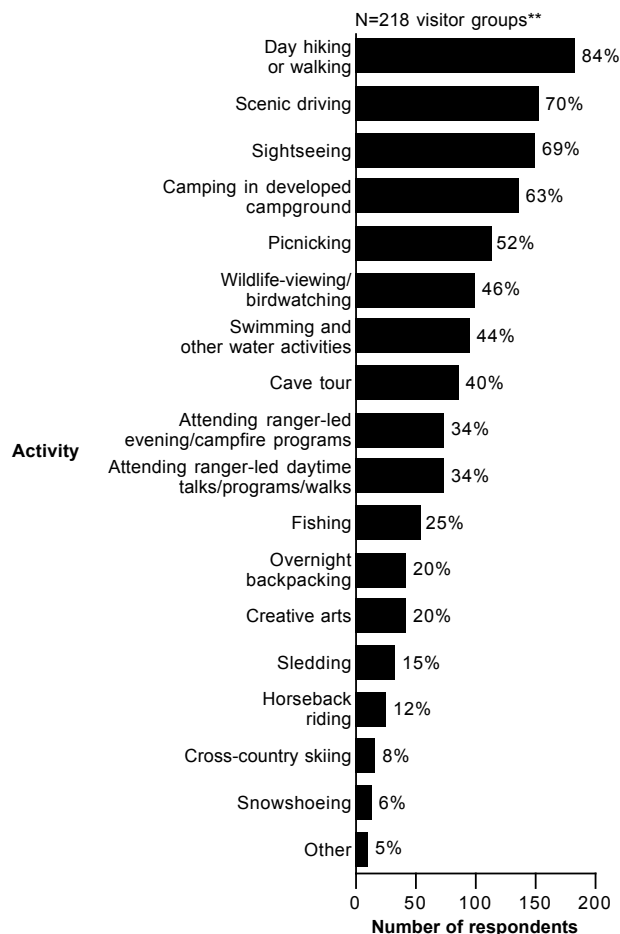


Figure 43. Activities on past visits

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Activities on this visit

### Question 4b

On this visit, in which activities did your personal group participate within the parks?

### Results

- As shown in Figure 44, the most common activities in which visitor groups participated on this visit were:

78% Day hiking or walking  
78% Scenic driving  
74% Sightseeing  
42% Picnicking

- “Other” activities (2%) were:

Biking  
Junior ranger program  
Mountain biking  
Museum  
Visitor center

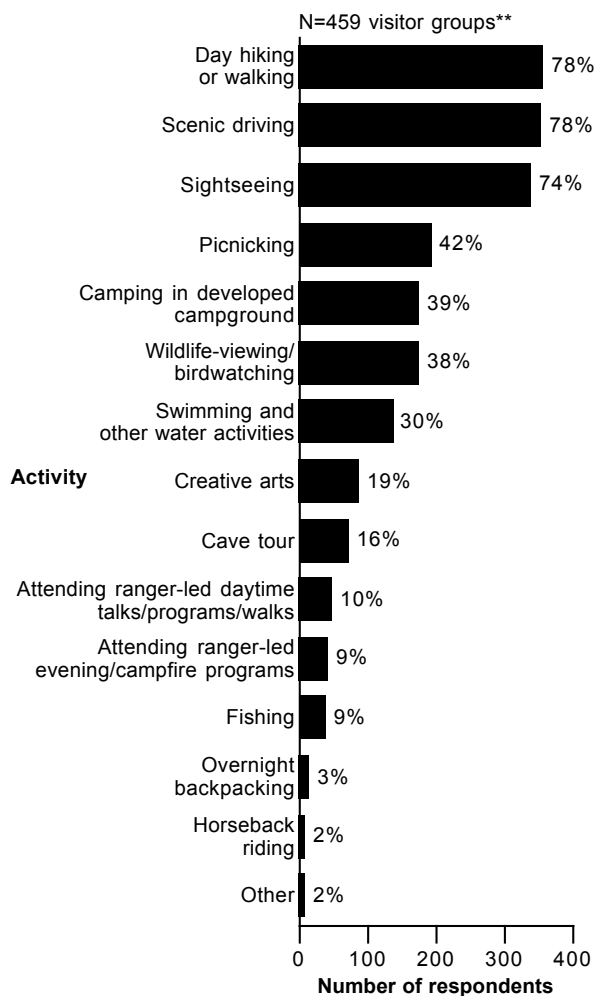


Figure 44. Activities on this visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Activities on future visits

### Question 4c

If you were to visit the parks in the future, in which activities would your personal group prefer to participate?

### Results

- As shown in Figure 45, the most common activities in which visitor groups would prefer to participate on future visits were:

81% Day hiking or walking  
72% Sightseeing  
67% Scenic driving

- “Other” activities (3%) were:

Archeology education  
Biking  
More eating  
Mountain biking  
Museum  
Visitor center

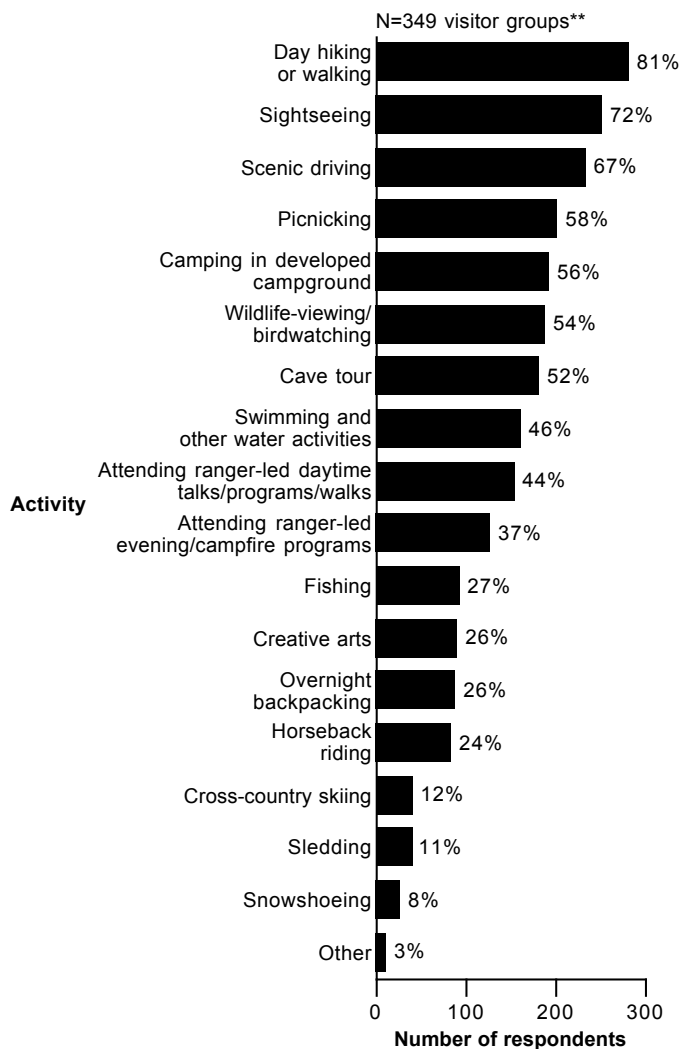


Figure 45. Activities on future visits

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## ***Electronic devices used or desired to use to obtain park information***

### **Question 10**

While you were in the parks on this visit, did your personal group use or wish to use any of the following electronic devices to obtain park information?

### **Results**

- 57% of visitor groups used or desired to use electronic devices to obtain park information (see Figure 46).
- As shown in Figure 47, the most common electronic devices used or desired to be used by visitor groups were:  
 59% Other portable electronic device (iPad, iPhone, Blackberry, etc.)  
 45% Cell phone (not smart phone)  
 33% GPS receiver
- No “other” electronic device (<1%) was listed.

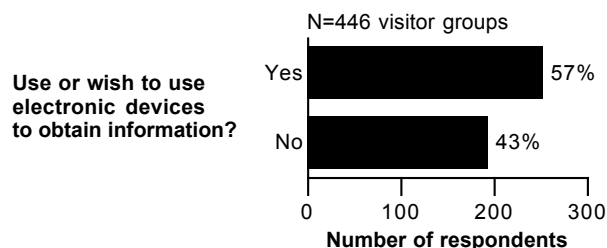


Figure 46. Visitor groups that used or desired to use electronic devices to obtain park information

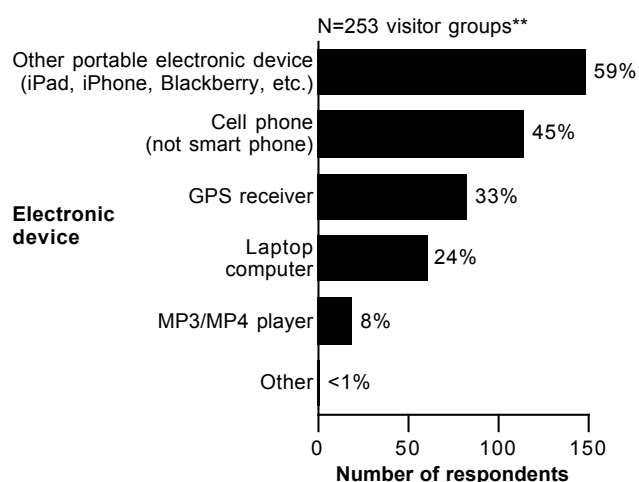


Figure 47. Electronic devices used or desired to be used to obtain park information

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Ratings of Services, Facilities, Attributes, Resources, and Elements

### ***Concession (commercial) services and facilities used***

#### **Question 7a**

Please indicate all the concession (commercial) services and facilities that your personal group used at Sequoia and Kings Canyon NPs during this visit.

#### **Results**

- As shown in Figure 48, the most common concession (commercial) services and facilities used by visitor groups were:

74% Gift shops  
59% Markets (food, supplies, etc.)  
36% Restaurants

- Lodging locations are listed in Table 20.
- Market locations are listed in Table 21.
- Restaurant locations are listed in Table 22.
- Shower locations are listed in Table 23.
- The least used service/facility was:  
2% Horseback riding

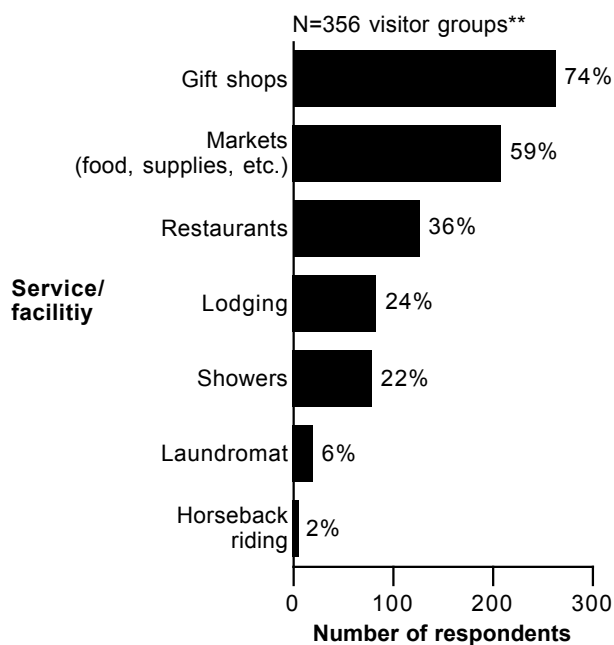


Figure 48. Concession (commercial) services and facilities used

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 20. Lodging locations  
(N=82 comments; some visitor groups made more than one comment)

<b>Location</b>	<b>Number of times mentioned</b>
Lodgepole	18
Wuksachi	16
John Muir Lodge	7
Grant Grove	6
Campground	4
Potwisha	4
Dorst Creek	3
Sunset	3
Cedar Grove	2
Hume Lake	3
Montecito	2
Stewart	2
Three Rivers	2
Azalea	1
Big Meadows	1
Buckeye Flat	1
Camp San Joaquin	1
Comfort Inn	1
Crystal Springs	1
Far Horizons	1
Sequoia High Sierra Camp	1
Sequoia Lodge	1
Stony Creek	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 21. Market locations  
(N=110 comments; some visitor groups made more than one comment)

<b>Location</b>	<b>Number of times mentioned</b>
Lodgepole	47
Grant Grove	18
Cedar Grove	17
Kings Canyon	5
Stony Creek	5
Gas station	2
Grant Village	2
Hume Lake	2
Three Rivers	2
Azalea	1
Cedar Creek	1
Cedar Lodge	1
General Sherman	1
John Muir market	1
Picnic area	1
Post office	1
Sheep Creek	1
Sherman	1
Wucsachi	1

Table 22. Restaurant locations  
(N=88 comments; some visitor groups made more than one comment)

<b>Location</b>	<b>Number of times mentioned</b>
Lodgepole	22
Grant Grove	20
Wuksachi	13
Cedar Grove	8
Three Rivers	7
Kings Canyon	6
Hume Lake	3
John Muir	2
Cowboy BBQ	1
Deli visitor center	1
Picnic area	1
Sequoia Park	1
Several	1
Sheep Creek	1
Stony Creek	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



Table 23. Shower locations  
(N=53 comments; some visitor groups made more than one comment)

<b>Location</b>	<b>Number of times mentioned</b>
Lodgepole	35
Grant Grove	7
Cedar Grove	5
Azalea	1
Bathrooms	1
Camp	1
Kings Canyon	1
Sheep Creek	1
Three Rivers	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Importance ratings of concession (commercial) services and facilities

#### Question 7b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

#### Results

- Figure 49 shows the combined proportions of “extremely important” and “very important” ratings of concession (commercial) services and facilities that were rated by 30 or more visitor groups.
- Table 24 shows the importance ratings of each service and facility.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - 89% Lodging
  - 82% Showers
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
  - 7% Gift shops

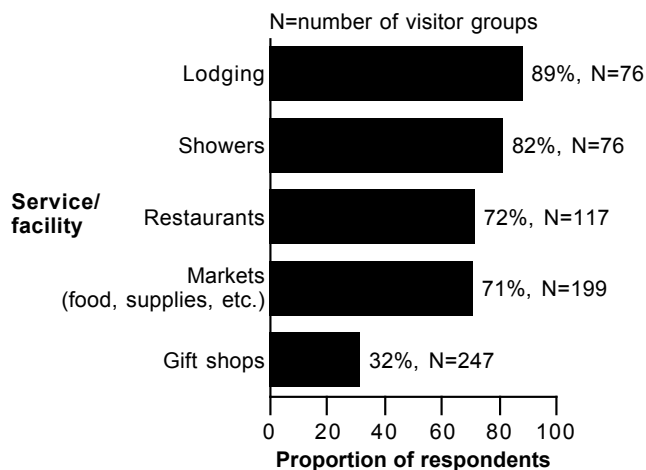


Figure 49. Combined proportions of “extremely important” and “very important” ratings of concession (commercial) services and facilities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 24. Importance ratings of concession (commercial) services and facilities  
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Gift shops	247	7	23	37	22	10
Horseback riding – <b>CAUTION!</b>	6	0	17	17	50	17
Laundromat – <b>CAUTION!</b>	17	6	6	35	29	24
Lodging	76	0	1	9	26	63
Markets (food, supplies, etc.)	199	1	6	23	33	38
Restaurants	117	3	8	18	47	25
Showers	76	0	4	14	33	49

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Quality ratings of concession (commercial) services and facilities

#### Question 7c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

#### Results

- Figure 50 shows the combined proportions of “very good” and “good” ratings of concession (commercial) services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
  - 79% Gift shops
  - 78% Lodging
- Table 25 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
  - 3% Showers

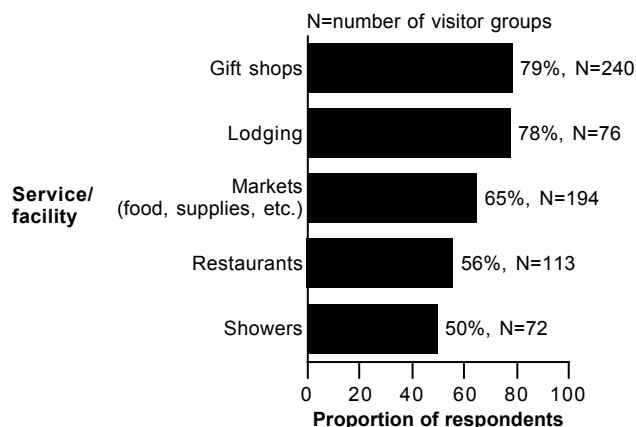


Figure 50. Combined proportions of “very good” and “good” ratings of concession (commercial) services and facilities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 25. Quality ratings of concession (commercial) services and facilities  
(N=number of visitor groups)

Service/facility	N	Very poor	Poor	Rating (%)*		
				Average	Good	Very good
Gift shops	240	0	1	20	43	36
Horseback riding – <b>CAUTION!</b>	6	0	0	0	33	67
Laundromat – <b>CAUTION!</b>	15	7	0	13	40	40
Lodging	76	1	3	17	39	39
Markets (food, supplies, etc.)	194	1	6	28	40	25
Restaurants	113	2	7	35	35	21
Showers	72	3	11	36	35	15

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Mean scores of importance and quality ratings of concession (commercial) services and facilities

- Figure 51 and Figure 52 show the mean scores of importance and quality ratings of concession (commercial) services and facilities that were rated by 30 or more visitor groups.
- All concession (commercial) services and facilities were rated above average.

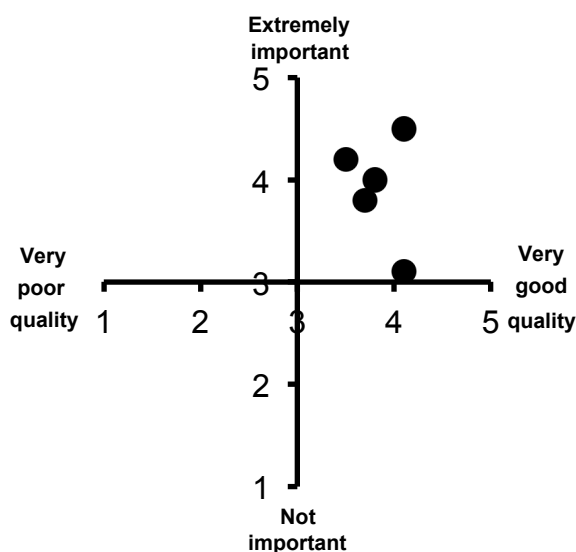


Figure 51. Mean scores of importance and quality ratings of concession (commercial) services and facilities

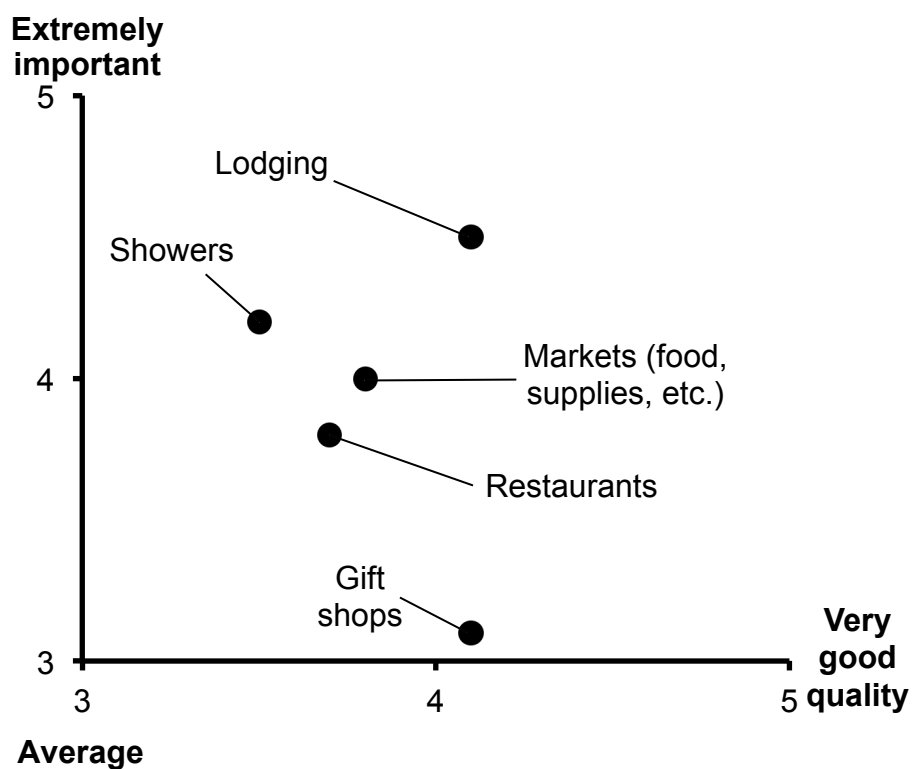


Figure 52. Detail of Figure 51

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

***Commercial services and facilities available on a future visit*****Question 7d**

If you were to visit in the future, what commercial services/facilities would you like to see offered? (Open-ended)

**Results**

- 155 visitor groups listed commercial services they would like to see offered on a future visit (see Table 26).

Table 26. Desired commercial services/facilities on a future visit  
(N=201 comments; some visitor groups made more than one comment)

<b>Commercial services/facilities</b>	<b>Number of times mentioned</b>
None (what is available now is sufficient)	27
Better food selection	15
Better/expanded shower facilities	11
Gas station	9
Showers	8
As few as possible – don't commercialize	6
Food market	6
Healthier food options	6
Restaurants	6
Better internet service	5
Lodging	5
Auto supplies/services	3
Better restaurants	3
Cell phone service	3
Cleaner restrooms	3
Coffee shops	3
Lighting for campground restrooms	3
Supplies	3
Child play area	2
Fast food	2
Ice	2
Ice cream	2
Improved restrooms	2
More locations with water available	2
More lodging	2
Running water	2
Other comments	60

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitor services and facilities used

### Question 8a

Please indicate all the visitor services and facilities that your personal group used at Sequoia and Kings Canyon NPs during this visit.

### Results

- As shown in Figure 53, the most common visitor services and facilities used by visitor groups were:

93% Restrooms  
88% Parking areas  
85% Roads

- The least used service/facility was:

6% Backcountry campsites

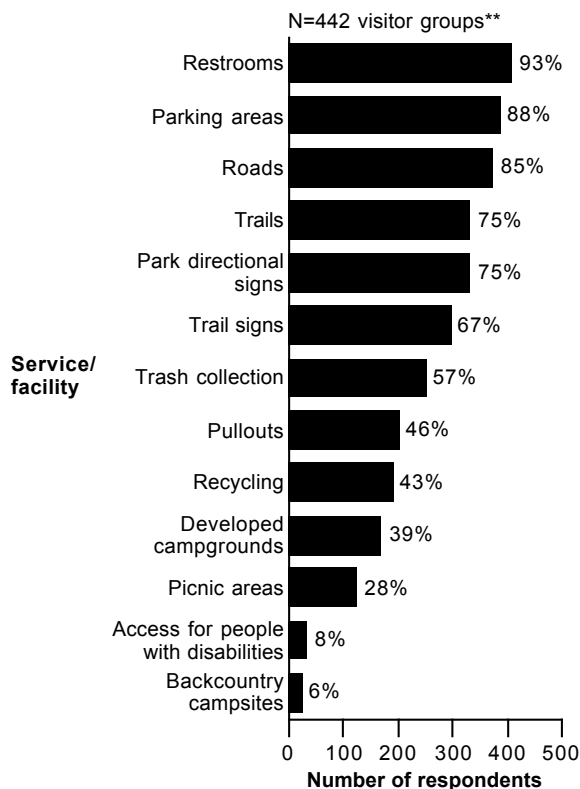


Figure 53. Visitor services and facilities used

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Importance ratings of visitor services and facilities

### Question 8b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

### Results

- Figure 54 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - 97% Roads
  - 96% Developed campgrounds
  - 95% Trail signs
  - 95% Restrooms
  - 95% Park directional signs
- Table 27 shows the importance ratings of each service and facility.
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
  - 3% Access for people with disabilities
  - 3% Picnic areas

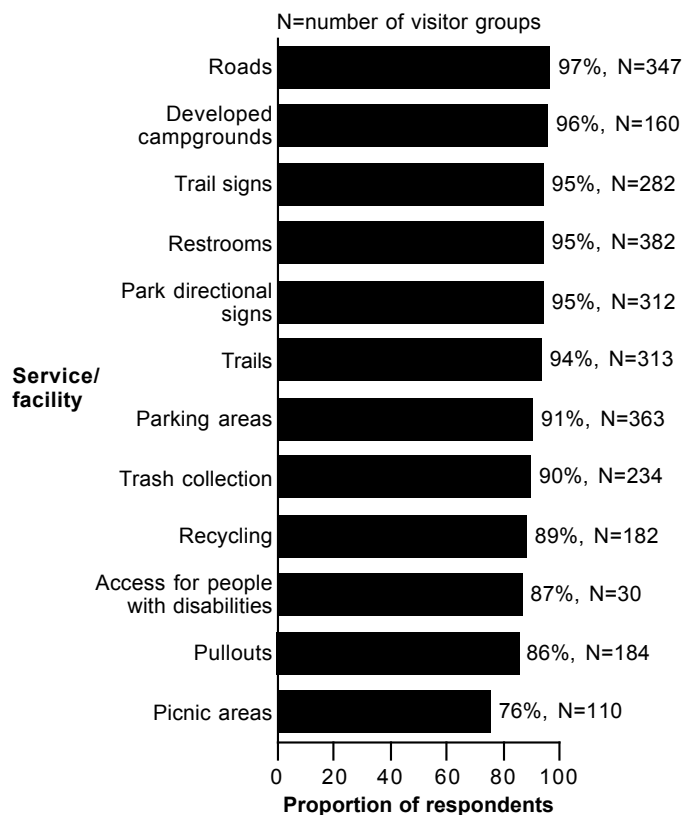


Figure 54. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 27. Importance ratings of visitor services and facilities  
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for people with disabilities	30	3	3	7	40	47
Backcountry campsites – <b>CAUTION!</b>	22	14	0	14	23	50
Developed campgrounds	160	1	0	4	23	73
Parking areas	363	1	1	8	35	56
Park directional signs	312	0	<1	4	30	65
Picnic areas	110	3	3	19	33	43
Pullouts	184	0	3	11	39	47
Recycling	182	1	3	8	34	55
Restrooms	382	<1	1	4	19	76
Roads	347	<1	0	3	21	76
Trails	313	1	<1	5	28	66
Trail signs	282	<1	<1	5	26	69
Trash collection	234	<1	3	7	23	67

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Quality ratings of visitor services and facilities

### Question 8c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

### Results

- Figure 55 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:

92% Trails  
88% Trash collection  
82% Park directional signs  
82% Parking areas

- Table 28 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:

3% Restrooms

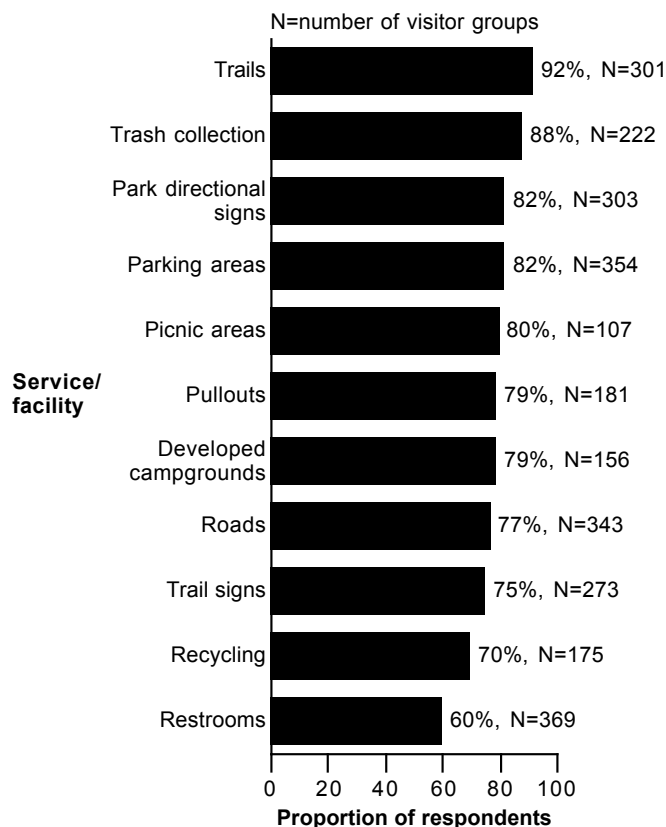


Figure 55. Combined proportions of “very good” and “good” ratings of visitor services and facilities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 28. Quality ratings of visitor services and facilities  
(N=number of visitor groups)

Service/facility	N	Very poor	Poor	Rating (%)*		
				Average	Good	Very good
Access for people with disabilities – <b>CAUTION!</b>	28	0	0	25	46	29
Backcountry campsites – <b>CAUTION!</b>	19	5	11	5	42	37
Developed campgrounds	156	0	2	19	38	41
Parking areas	354	1	2	15	38	44
Park directional signs	303	1	3	15	43	39
Picnic areas	107	0	2	18	43	37
Pullouts	181	1	3	17	39	40
Recycling	175	1	9	20	30	40
Restrooms	369	3	8	29	33	27
Roads	343	1	6	15	41	36
Trails	301	1	1	6	38	54
Trail signs	273	1	6	17	37	38
Trash collection	222	<1	2	9	42	46

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Mean scores of importance and quality ratings of visitor services and facilities

- Figure 56 and Figure 57 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

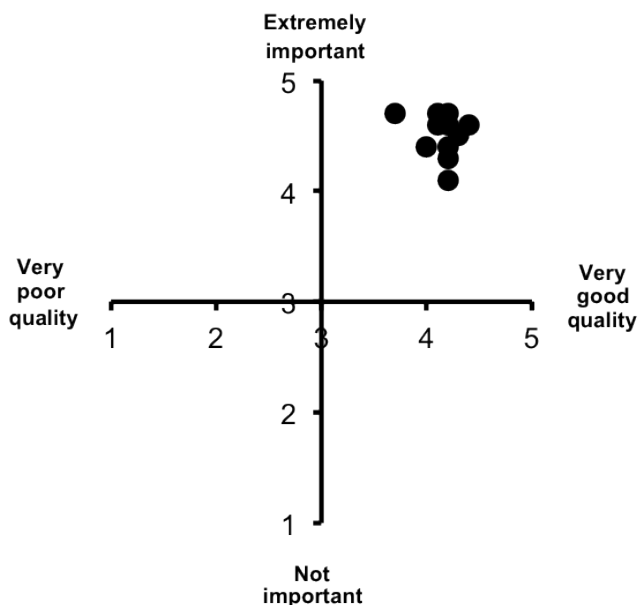


Figure 56. Mean scores of importance and quality ratings of visitor services and facilities



Figure 57. Detail of Figure 56

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Concern about effects of climate change on national parks

#### Question 19

How concerned are you about the effects of climate change on national parks, such as Sequoia and Kings Canyon NPs?

#### Results

- 31% of visitor groups rated their concern about the effects of climate change on national parks as “very concerned” (see Figure 58).
- 28% were “somewhat concerned.”
- 27% were “extremely concerned.”

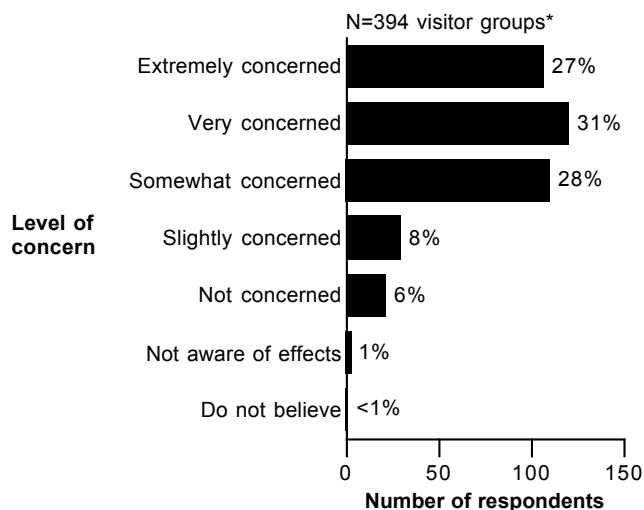


Figure 58. Concern about the effects of climate change on national parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Opinions about safety

### Question 13a

Please indicate how safe your personal group felt during this visit to Sequoia and Kings Canyon NPs.

### Results

- Table 29 shows visitor groups' ratings of how safe they felt during their visit to Sequoia and Kings Canyon NPs.

Table 29. Opinions about safety  
(N=number of visitors)

Safety issue	N	Rating (%)*				
		Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Person-on-person crime	465	1	<1	4	28	66
Property crime	463	1	2	7	35	55
Road/traffic safety	467	1	4	10	46	38

### Question 13b

If you marked that you felt "very unsafe" or "unsafe" for any of the above issues, please explain why.

### Results

- 34 visitor groups explained why they felt "very unsafe" or "unsafe" (see Table 30).

Table 30. Explanations of "very unsafe" or "unsafe" ratings  
(N=35 comments; one visitor group made more than one comment)

Safety issue	Number of times mentioned
Road construction	10
Dangerous, speeding drivers	8
Narrow/curvy roads	4
Loud parties	2
No security barrier along roads	2
A couple with children repeatedly offered my wife, walking alone, a ride to our car in the Giant Forest Parking Lot	1
Bears	1
Drunk or high people at swimming spots	1
In general precautions for personal items	1
Rearview mirror of RV was stolen from parking lot during walk	1
Tow hitch was stolen	1
Trailhead safety (car break-in)	1
Visitors from overseas like anyone in a different country	1
We were hit in the parking lot while on the Cave Tour. Would love to have cameras in the parking lots	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Sources of safety information

### Question 14

Your safety is important. Information about safety is available in many forms throughout both parks. Through which sources did your personal group get safety information about potential park hazards and other hazards?

### Results

- 84% of visitor groups obtained safety information about potential park hazards and other hazards (see Figure 59).

- As shown in Figure 60, of those visitor groups that obtained safety information, the most common sources were:

74% Signs

49% Park newspaper/map

45% Staff at visitor centers/  
museums

- “Other” sources (8%) were:

Brochures

Common sense

Entrance station

My own general ecosystem  
knowledge

Other visitors

Park rangers

Park staff

Travel guidebook

Web research

Wuksachi Lodge

[www.californiaparks.gov](http://www.californiaparks.gov)

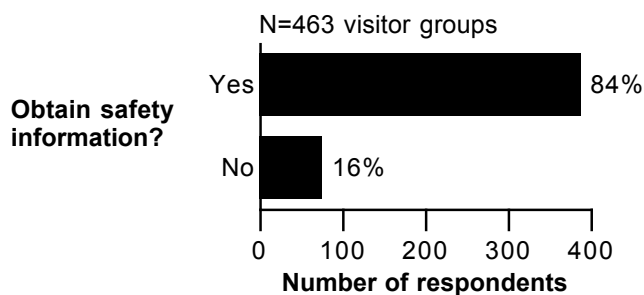


Figure 59. Visitor groups that obtained safety information about potential park hazards and other hazards

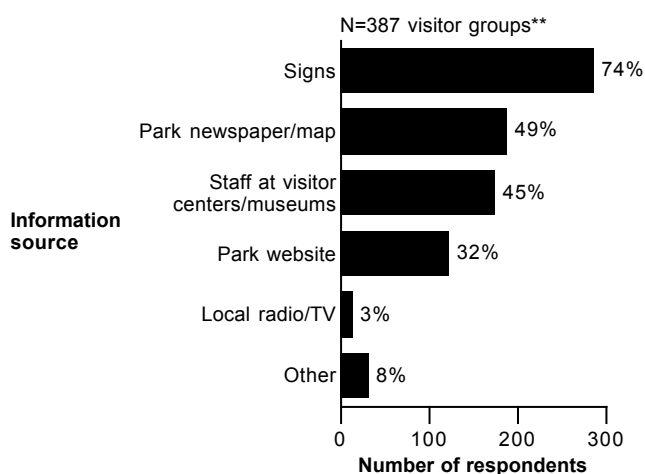


Figure 60. Sources of safety information about potential park hazards and other hazards

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Expenditures

### *Total expenditures inside and outside the parks*

#### Question 16

For your personal group, please estimate all expenditures for the items listed below for this visit to Sequoia and Kings Canyon NPs and the surrounding area (within 80 miles of either park).

#### Results

- 57% of visitor groups spent \$1-\$400 (see Figure 61).
- 40% spent \$401 or more.
- The average visitor group expenditure was \$514.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$310.
- The average total expenditure per person (per capita) was \$142.

#### As shown in

- Figure 62, the largest proportions of total expenditures inside and outside the parks were:

35% Lodge, hotel, motel, cabin, B&B, etc.

13% Groceries and takeout food

12% Restaurants and bars

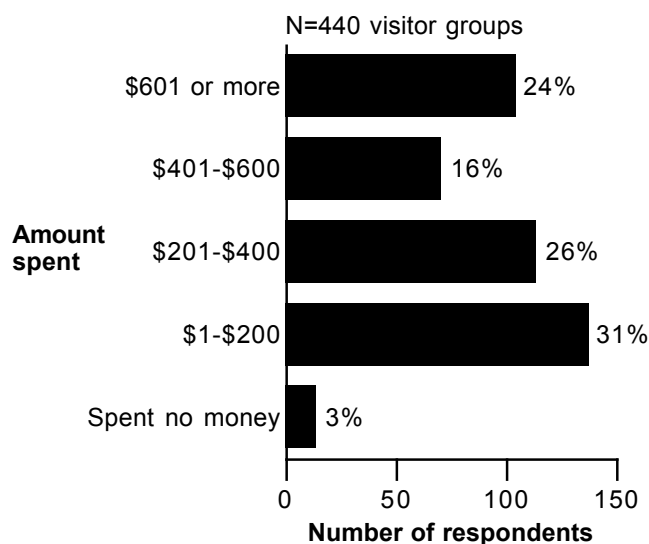


Figure 61. Total expenditures inside and outside the parks

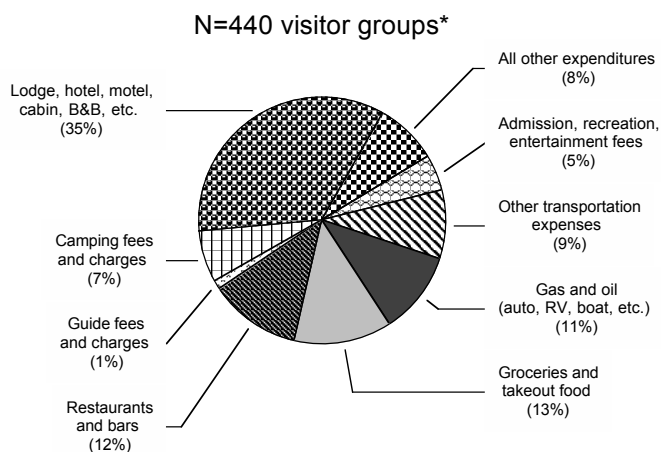


Figure 62. Proportions of total expenditures inside and outside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### ***Number of adults covered by expenditures***

#### **Question 16c**

How many adults (18 years or older) do these expenses cover?

#### **Results**

- 55% of visitor groups had two adults covered by expenditures (see Figure 63).
- 36% had three or more adults covered by expenditures.

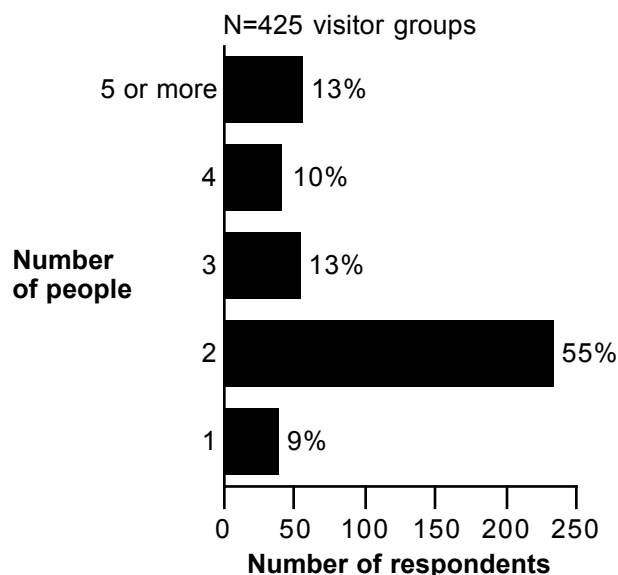


Figure 63. Number of adults covered by expenditures

### ***Number of children covered by expenditures***

#### **Question 16c**

How many children (under 18 years) do these expenses cover?

#### **Results**

- 49% of visitor groups had no children covered by expenditures (see Figure 64).
- 36% had one or two children covered by expenditures.

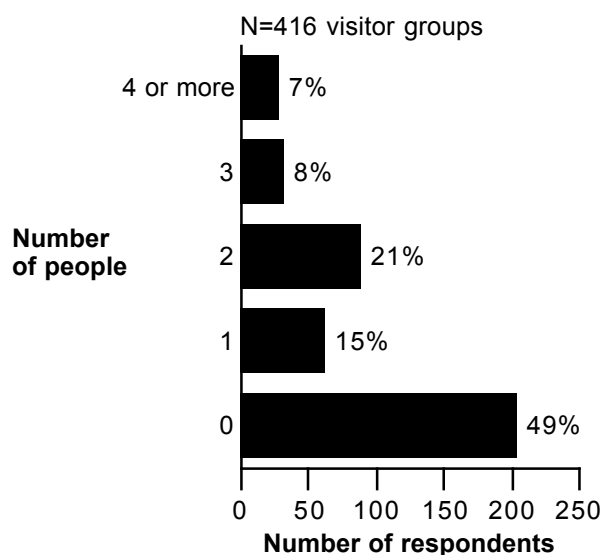


Figure 64. Number of children covered by expenditures

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Expenditures inside the parks

### Question 16a

Please list your personal group's total expenditures inside the parks.

#### Results

- 62% of visitor groups spent \$1-\$200 (see Figure 65).
- 31% spent \$201 or more.
- The average visitor group expenditure inside the parks was \$232.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$100.
- The average total expenditure per person (per capita) was \$66.
- As shown in Figure 66, the largest proportions of total expenditures inside the parks were:

25% Lodge, hotel, motel, cabin, B&B, etc.

16% Camping fees and charges

14% Groceries and takeout food

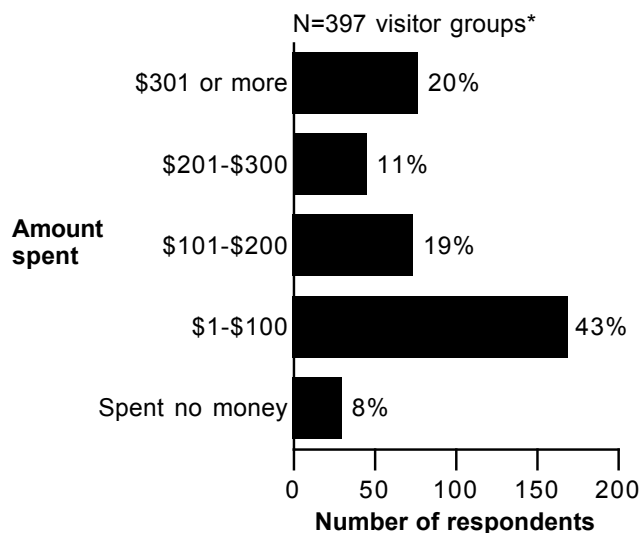


Figure 65. Total expenditures inside the parks

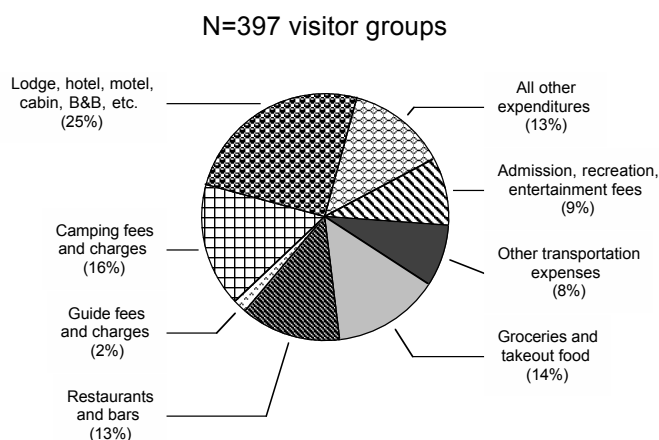


Figure 66. Proportions of total expenditures inside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Lodge, hotel, motel, cabin, B&B, etc.

- 83% of visitor groups spent no money on lodging inside the parks (see Figure 67).
- 12% spent \$201 or more.

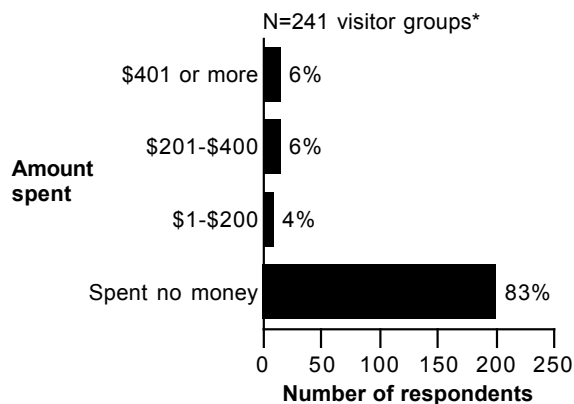


Figure 67. Expenditures for lodging inside the parks

Camping fees and charges

- 43% of visitor groups spent no money on camping fees and charges inside the parks (see Figure 68).
- 43% spent \$1-\$100.

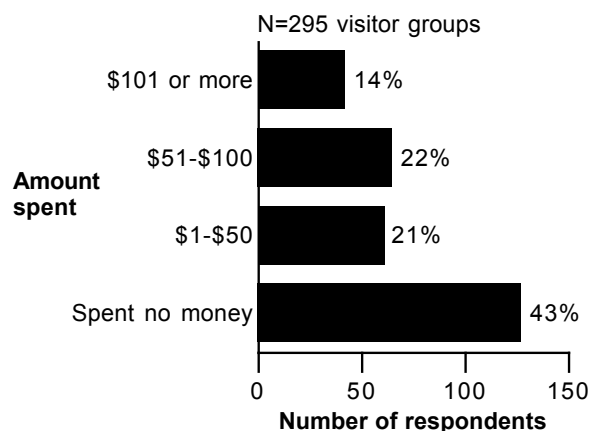


Figure 68. Expenditures for camping fees and charges inside the parks

Guide fees and charges

- 87% of visitor groups spent no money on guide fees and charges inside the parks (see Figure 69).
- 8% spent \$21 or more.

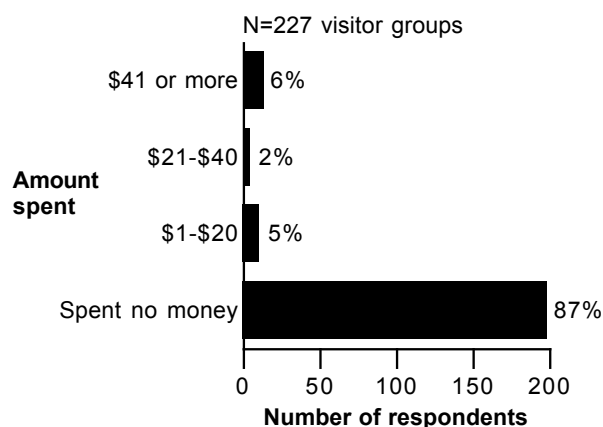


Figure 69. Expenditures for guide fees and charges inside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

- 49% of visitor groups spent no money on restaurants and bars inside the parks (see Figure 70).
- 40% spent \$21 or more.

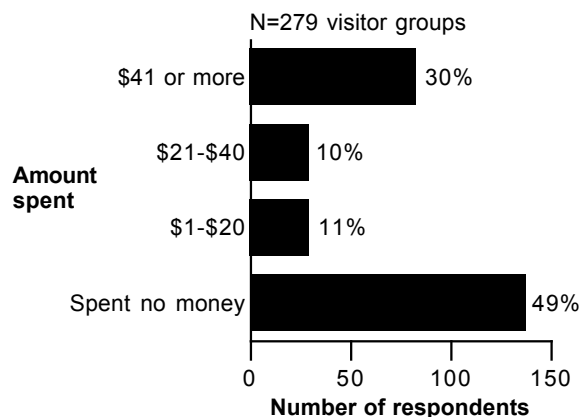


Figure 70. Expenditures for restaurants and bars inside the parks

Groceries and takeout food

- 41% of visitor groups spent \$21 or more on groceries and takeout food inside the parks (see Figure 71).
- 36% spent no money.

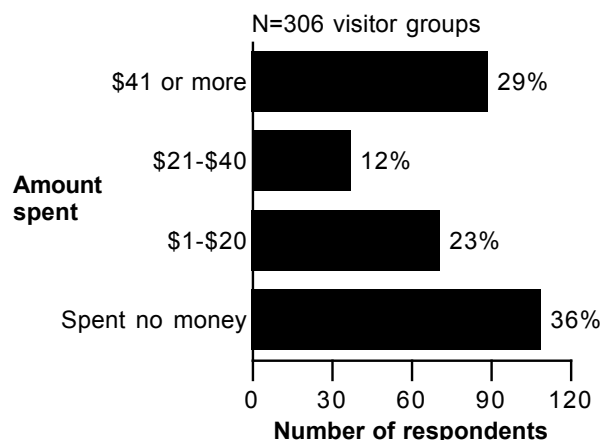


Figure 71. Expenditures for groceries and takeout food inside the parks

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 88% of visitor groups spent no money on other transportation inside the parks (see Figure 72).
- 10% spent \$51 or more.

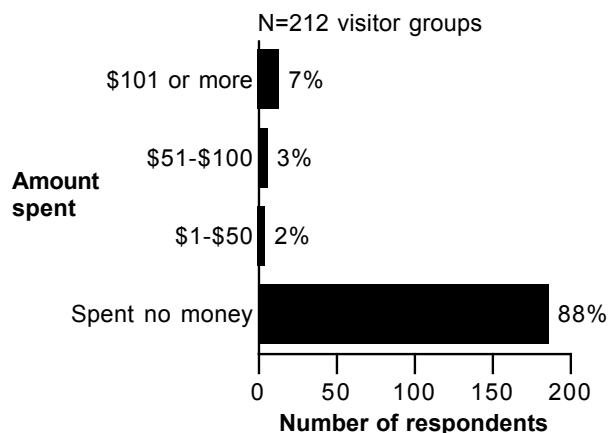


Figure 72. Expenditures for other transportation inside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Admission, recreation and entertainment fees

- 48% of visitor groups spent \$1-\$40 on admission, recreation, and entertainment fees inside the parks (see Figure 73).
- 31% spent no money.

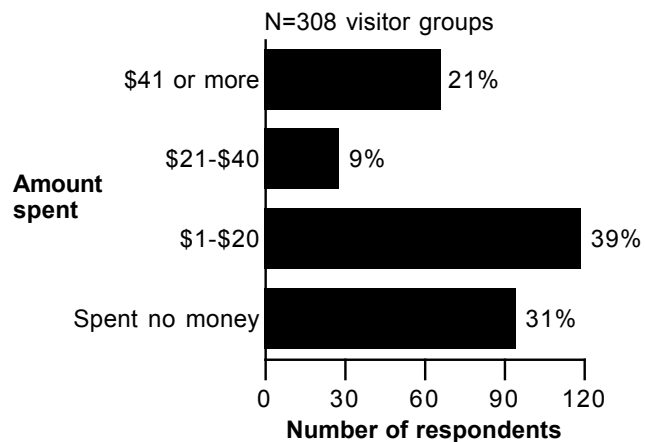


Figure 73. Expenditures for admission, recreation, and entertainment fees inside the parks

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 45% of visitor groups spent \$21 or more on all other purchases inside the parks (see Figure 74).
- 31% spent no money.

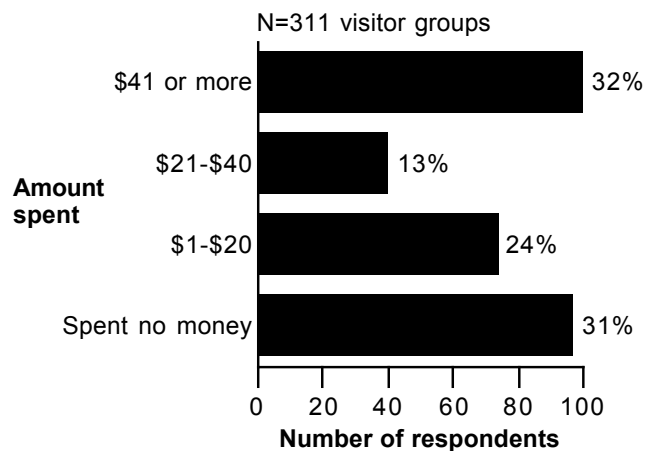


Figure 74. Expenditures for all other purchases inside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Expenditures outside the parks

### Question 16b

Please list your personal group's total expenditures in the surrounding area outside the parks (within 80 miles of either park).

### Results

- 49% of visitor groups spent \$201 or more (see Figure 75).
- 40% spent \$1-\$200.
- The average visitor group expenditure outside the parks was \$359.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$200.
- The average total expenditure per person (per capita) was \$113.
- As shown in Figure 76, the largest proportions of total expenditures outside the parks were:

41% Lodge, hotel, motel, cabin, B&B, etc.

18% Gas and oil

13% Groceries and takeout food

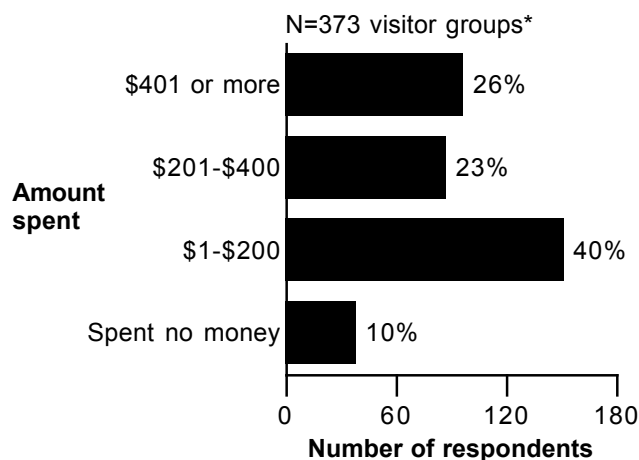


Figure 75. Total expenditures outside the parks

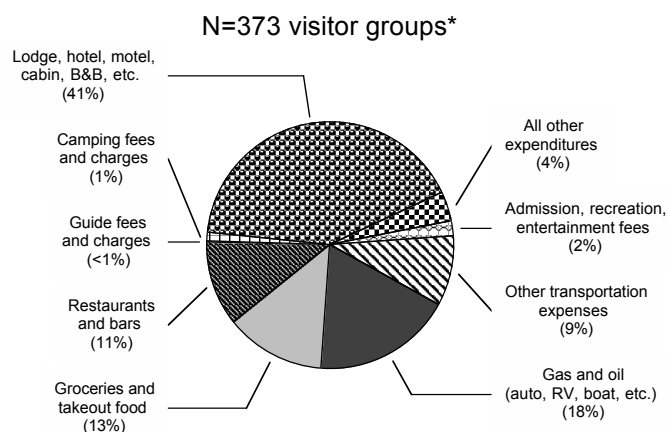


Figure 76. Proportions of total expenditures outside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Lodge, hotel, motel, cabin, B&B, etc.

- 44% of visitor groups spent no money on lodging outside the parks (see Figure 77).
- 44% spent \$101 or more.

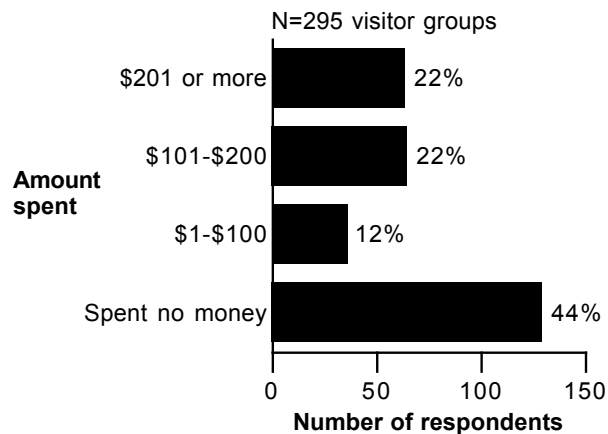


Figure 77. Expenditures for lodging outside the parks

Camping fees and charges

- 92% of visitor groups spent no money on camping fees and charges outside the parks (see Figure 78).
- 8% spent \$21 or more.

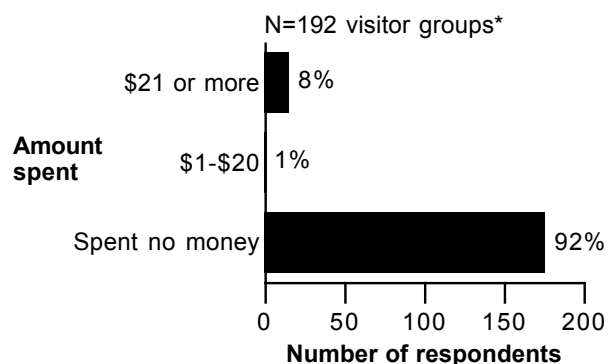


Figure 78. Expenditures for camping fees and charges outside the parks

Guide fees and charges

- 97% of visitor groups spent no money on guide fees and charges outside the parks (see Figure 79).
- 2% spent \$21 or more.

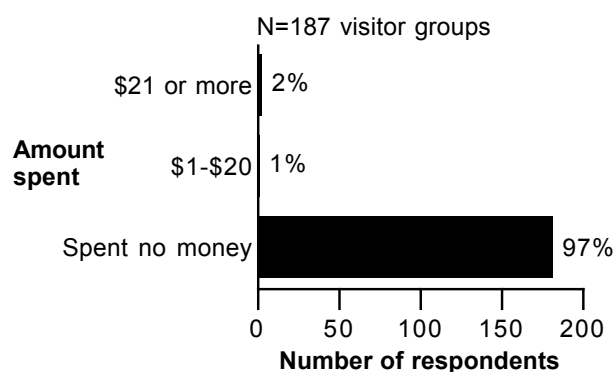


Figure 79. Expenditures for guide fees and charges outside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



Restaurants and bars

- 47% of visitor groups spent \$1-\$100 on restaurants and bars outside the parks (see Figure 80).
- 39% spent no money.

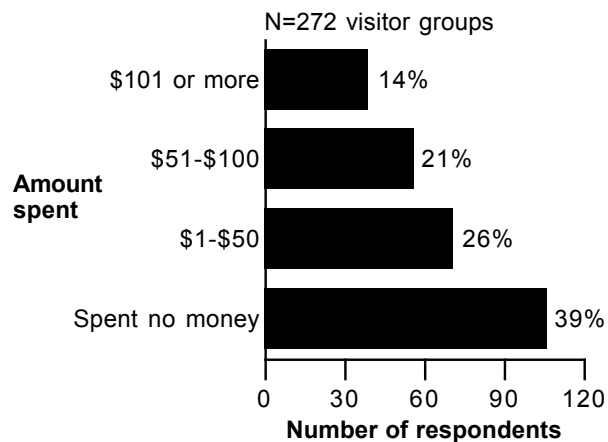


Figure 80. Expenditures for restaurants and bars outside the parks

Groceries and takeout food

- 44% of visitor groups spent \$21 or more on groceries and takeout food outside the parks (see Figure 81).
- 38% spent no money.

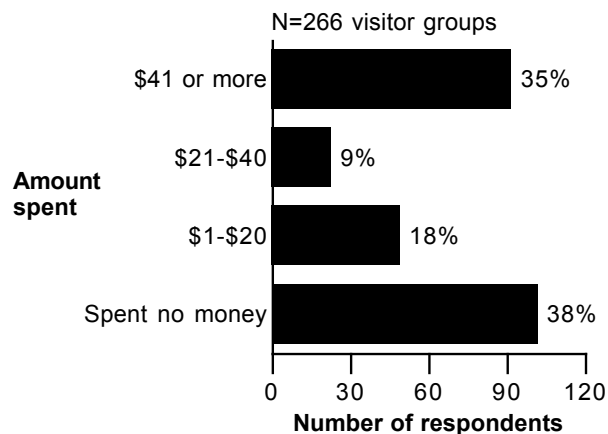


Figure 81. Expenditures for groceries and takeout food outside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Gas and oil (auto, RV, boat, etc.)

- 70% of visitor groups spent \$1-\$100 on gas and oil outside the parks (see Figure 82).
- 16% spent \$101 or more.

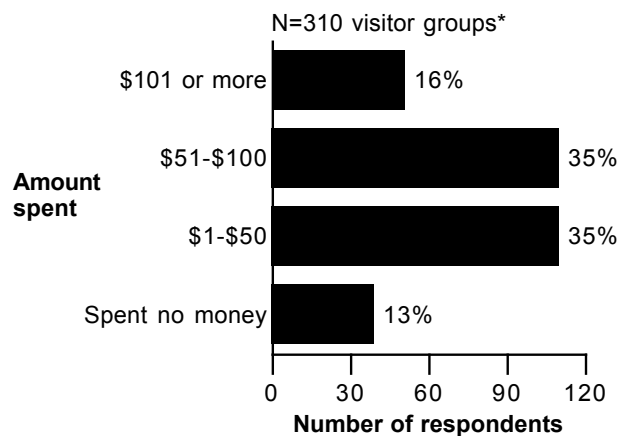


Figure 82. Expenditures for gas and oil outside the parks

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 77% of visitor groups spent no money on other transportation outside the parks (see Figure 83).
- 13% spent \$101 or more.

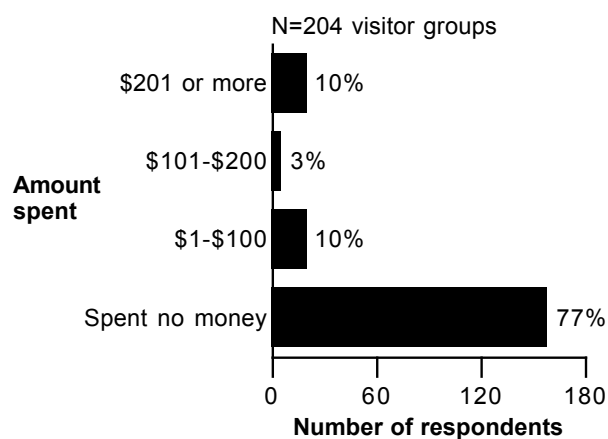


Figure 83. Expenditures for other transportation outside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Admission, recreation, and entertainment fees

- 80% of visitor groups spent no money on admission, recreation, and entertainment fees outside the parks (see Figure 84).
- 15% spent \$1-\$40.

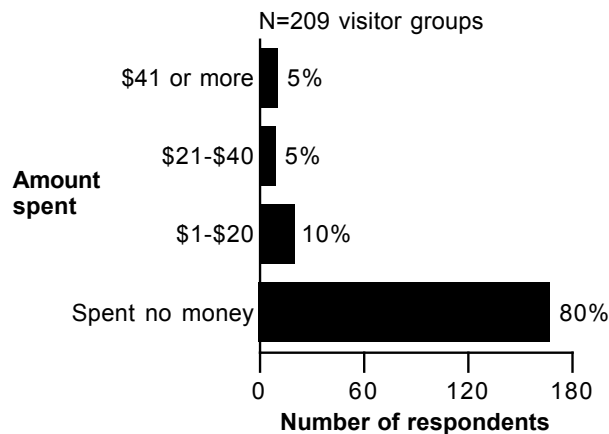


Figure 84. Expenditures for admission, recreation, and entertainment fees outside the parks

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 71% of visitor groups spent no money on other purchases outside the parks (see Figure 85).
- 19% spent \$21 or more.

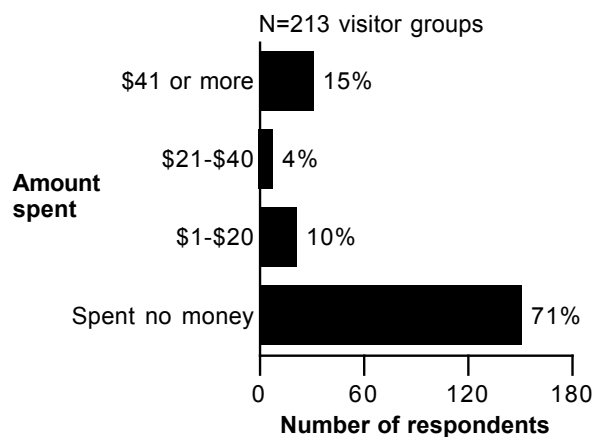


Figure 85. Expenditures for all other purchases outside the parks

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Preferences for Future Visits

### *Preferred subjects to learn on a future visit*

#### Question 11

If you were to visit Sequoia and Kings Canyon NPs in the future, which subjects would your personal group prefer to learn about?

#### Results

- 90% of visitor groups were interested in learning on a future visit (see Figure 86).
- As shown in Figure 87, of those visitor groups that were interested in learning, the most common subjects were:

80% Animals  
67% Wilderness  
64% History/archeology

- “Other” subjects (8%) are listed in Table 31.

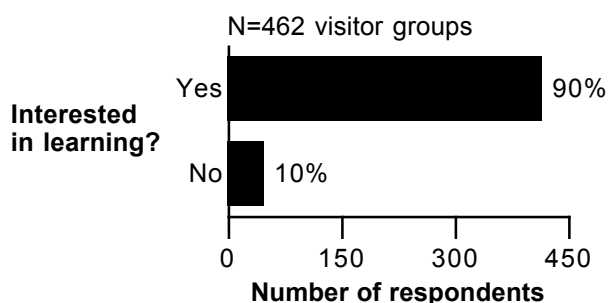


Figure 86. Visitor groups that were interested in learning on a future visit

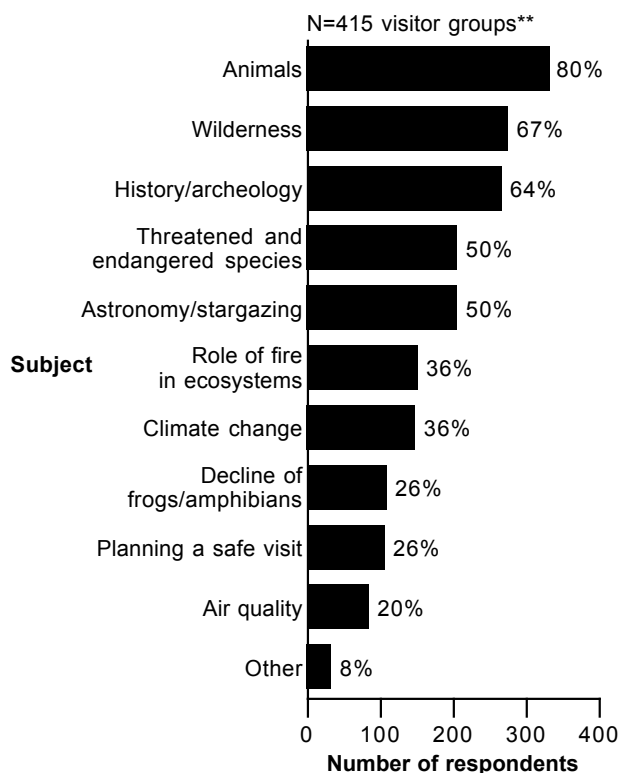


Figure 87. Subjects to learn on a future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 31. “Other” subjects to learn about on a future visit  
(N=40 comments; some visitor groups made more than one comment)

<b>Subject</b>	<b>Number of times mentioned</b>
Geology	10
Plant life	4
Insects	2
Accurate directions	1
Anything with nature or effects on the park and animals	1
Before the trees	1
Caves	1
Conservation	1
Cultural	1
Drive times	1
Fire risks	1
Hiking trails	1
History of the sequoias	1
How you manage the park	1
Jobs	1
Meditative	1
No evolution	1
Preservation for future	1
Ranger programs	1
Rivers and lakes	1
Services	1
Spirituality	1
Status of pikas	1
The pioneers	1
Wilderness safety/training	1
Would like bears relocated not euthanized	1
Would like to see snakes	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Preferred methods to learn about the parks

### Question 12

If you were to visit in the future, how would your personal group prefer to learn about the natural and cultural history of Sequoia and Kings Canyon NPs?

#### Results

- 95% of visitor groups were interested in learning about the natural and cultural history of the parks on a future visit (see Figure 88).
- As shown in Figure 89, among those visitor groups that were interested in learning about the parks, the most common methods to learn were:

67% Visitor centers/exhibits  
58% Brochures/other printed materials  
55% Outdoor exhibits

- “Other” methods (1%) were:

Location based on broadcasting  
Native American history  
Trail signs

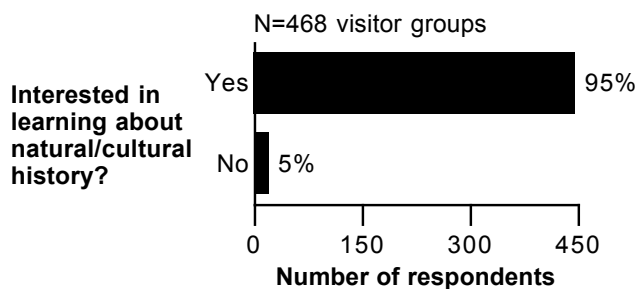


Figure 88. Visitor groups that were interested in learning about the natural and cultural history of the parks on a future visit

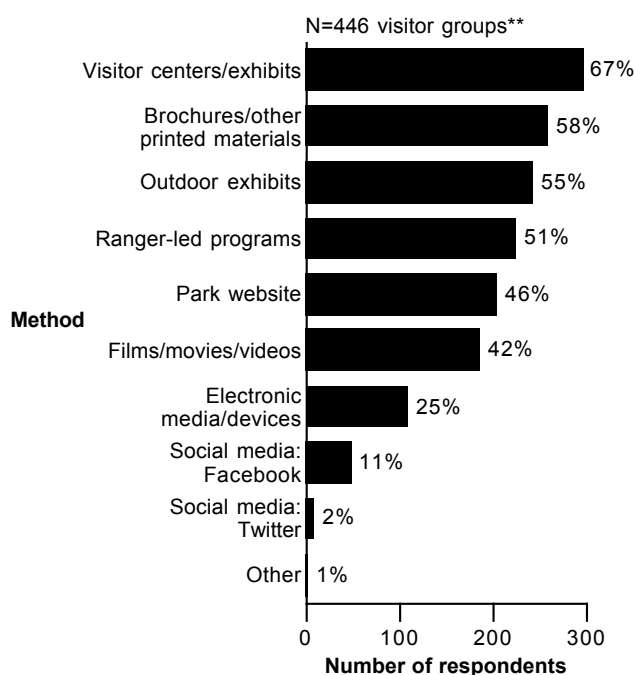


Figure 89. Preferred methods for learning about the natural and cultural history of the parks on a future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Amenities to use in developed campgrounds on a future visit

### Question 15

If you were to camp at Sequoia and Kings Canyon NPs in the future, which amenities would your personal group use in a developed campground?

### Results

- 71% of visitor groups were interested in camping in Sequoia and Kings Canyon NPs on a future visit (see Figure 90).
- As shown in Figure 91, the most common amenities visitor groups would like to use in developed campgrounds on a future visit were:

81% Showers

75% Standard campsites  
(1-6 people)

66% Ability to make advance  
reservations

- “Other” amenities (8%) are listed in Table 32.

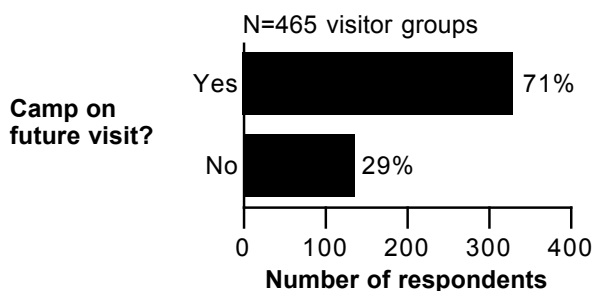


Figure 90. Visitor groups that were interested in camping on a future visit

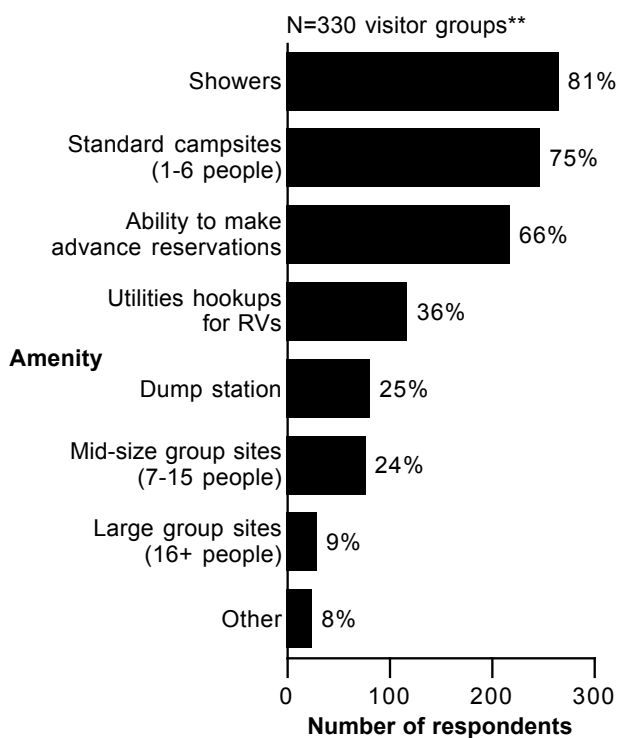


Figure 91. Amenities in developed campgrounds on a future visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Table 32. “Other” amenities to use in developed campgrounds on a future visit (N=31 comments; some visitor groups made more than one comment)

<b>Amenity</b>	<b>Number of times mentioned</b>
Wifi	4
Restrooms	3
Electricity to charge wheelchair	2
Fire pit	2
Recycling	2
Bear-proof trash cans per site or per bathroom	1
Bike rentals	1
Cell phone service	1
Dumpsters	1
First-come, first-served campgrounds	1
Food/grocery supplies	1
Hot water	1
Lights in restrooms	1
More bear boxes	1
More bike paths	1
More campsites	1
Park rangers	1
Propane container recycling	1
Public transportation in Kings Canyon (for one-way trip from Lodgepole to Cedar Grove)	1
Running water	1
Sites with grass, not completely dirt	1
Small campgrounds away from RV/generator sites	1
Space for backcountry permit holders to camp the day before/after their trip	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Overall Quality

### Question 9

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Sequoia and Kings Canyon NPs during this visit?

#### Results

- 90% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 92).
- Less than 1% of visitor groups rated the quality as either “very poor” or “poor.”

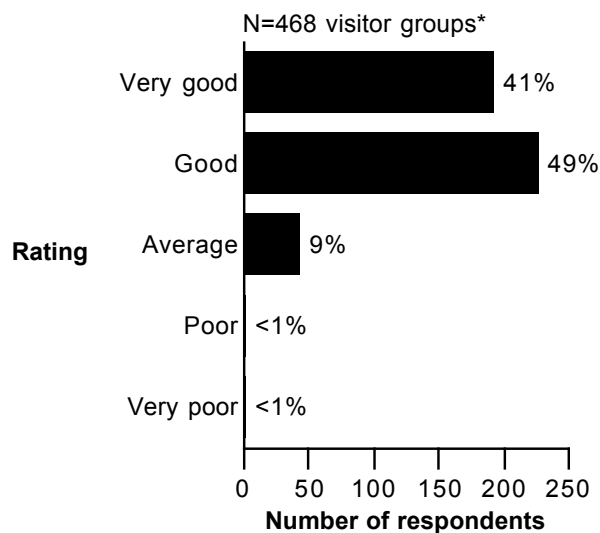


Figure 92. Overall quality rating of facilities, services, and recreational opportunities

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitor Comment Summaries

### *Additional comments*

#### Question 26

Is there anything else your personal group would like to tell us about your visit to Sequoia and Kings Canyon NPs? (Open-ended)

#### Results

- 49% of visitor groups (N=231) responded to this question.
- Table 33 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 33. Additional comments  
(N=431 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
<b>PERSONNEL (8%)</b>	
Park staff was helpful	9
Park staff was friendly	5
Park staff was great	5
Need more ranger presence in campground	2
Park staff was informative	2
Park staff was knowledgeable	2
Other comments	9
<b>INTERPRETIVE SERVICES (1%)</b>	
Enjoyed ranger-led program	2
Other comments	2
<b>FACILITIES/MAINTENANCE (16%)</b>	
Restrooms were dirty	13
Need more showers	5
Need more restrooms	4
Improve directional signage	3
Restrooms need improvement	3
Trail markers indicating distance need to be improved	3
Campsites too close together	2
Lights needed in and around restrooms	2
Put showers in bathroom	2
Restrooms need soap	2
Trails were great	2
Well-maintained park	2
Other comments	24

Table 33. Additional comments (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>POLICY/MANAGEMENT (17%)</b>	
Did not like road construction	9
Campsite reservation system needs to be improved	6
Allow some dog access	5
Need more recycling	5
Noise and curfew not enforced in campgrounds	3
Understand road construction had to occur	3
Finish road construction	2
Issues with bus stops	2
Need more bear boxes	2
Other comments	37
<b>RESOURCE MANAGEMENT (2%)</b>	
Comments	9
<b>CONCESSIONS (3%)</b>	
Expand food options	3
Lodging too expensive	2
Not satisfied with food service	2
Other comments	4
<b>GENERAL (54%)</b>	
Enjoyed visit	66
Thank you	30
Love the parks	25
Beautiful	18
Would like to return	18
Keep up the good work	5
Liked shuttle service	4
Love the national parks	3
Wish we had seen more bears	3
Need more water available throughout park	2
Too crowded	2
Will recommend to friends	2
Other comments	54

## Visitor Comments

This section contains visitor responses to open-ended questions. *Comments are provided exactly as written.*

### Question 26

Is there anything else your personal group would like to tell us about your visit to Sequoia and Kings Canyon NPs? (Open-ended)

- 1. Noise and curfew or quiet time not enforced in campgrounds. 2. No backcountry use hits bear boxes areas hard. Time to remove maybe? Too concentrated. 3. Educate people better @ no fires above timberline! I see evidence of fires at 13000'. Love the wilderness! But staging more than 1 trip from afar is hard re food storage. The P.O.'s were helpful.
- 1. I wish there were more recycling bins in the lower part of Sequoia—I didn't see any at all at Foothills Visitor's Center, Moro Rock, Crescent Meadow, or Sherman Grove, and would've liked to use one. 2. I answered assuming this survey isn't meant to cover the National Monument/Forest. My activities in those were two camping nights, one each at Leavis Flat (very nice) and Big Meadow, and a cave tour at Boyden.
- Allow access to river for dogs, their corresponding care
- Allow pet dogs to get into the streams and swimming areas. They get extremely hot during the summer in the foothills. Maybe have designated areas where pets are allowed in the water.
- Allow responsible people to hike with dog on leash
- As mentioned before, the degree and amount of construction was disappointing and caused us to leave the park earlier then previously planned
- At the Crystal Springs medium size campground, one bathroom is not enough to cover the size of the crowds
- At the panoramic point the distance sign is misleading - for other adults it's nice if you tell how far the walk is
- Awesome
- Awesome trip, much less crowded than expected
- Awesome! We love the national parks! We proceeded to Yosemite for 2.5 days.
- Backcountry, trails are flat; trout fish are huge; river water is warm. Momma bears are cuddly. Seriously - rangers are helpful; cleaning crews diligent; most all people are glad to be there camping.
- Bathrooms in Lodgepole should be upgraded for safety and convenience to have at least one light and a surface next to the sinks for putting ones personal items.
- Bathrooms smell really bad
- Beautiful - thank you
- Beautiful park. We all enjoyed our stay at John Muir Lodge and Kings Canyon National Park. We want to visit again soon.
- Beautiful, thank you!
- Beautiful, wildlife viewing for mule deer
- Beautiful! It would have been nice if the person at the entrance would have told you to buy tickets for the Crystal Cave in advance.
- Beautiful. Enjoyed my visit.
- Better road signs
- Beware that there are people who do not respect the limited areas and go next to trees walking into restricted areas. Maybe a policeman/ranger could help the preservation.
- Breathtaking - thank you

- Came across litter and my best friend and I picked-up after someone's trash. Maybe rangers or other employees can roam areas to pick what is left behind? Just an idea. Thank you!
- Change the way you can get a campsite at Buckeye Flat. We had paid for two nights and someone removed our ticket and tried to take our campsite while we were out all day. We were constantly being asked by people walking/driving by, asking us when we were leaving. When we did leave (a day early due to this harassment) someone saw we were leaving and just sat and waited for us to leave, making us very uncomfortable.
- Could use another small picnic area within 10 miles of General Grant tree - tour buses fill the Columbine area
- Courtney, one of the bear patrol rangers, was amazing! Rangers should take the time to interact with park guests and she did. It made our visit special.
- Crystal Springs campground was wonderful, however one night was disturbed by two rowdy groups, loud until 4 AM. We never saw a ranger in the campground, nor was there a camp host to complain to. You would hope that campers would be aware and sensitive to all others but unfortunately this was not the case. Signage at the very least should be posted on campsite boards reminding people to be respectful. Ever better if rangers did night patrols. I'm sad about the low funding for NPS. I am looking forward to touring the national parks for months at a time, when I retire.
- Dogs should be allowed on trails
- Enforce the no dog policy on trail
- Enjoy having the parks so close. We love to camp! Thank you!
- Enjoyed our visit
- Finish the road please
- Fire your so-called engineers, bring back the WWII generation
- For the number of persons visiting from foreign countries, we were really embarrassed that the restrooms were as dirty and smelly and messy as they were. When I have traveled to European countries their restrooms in park settings were meticulous!
- Gas station: lines too long, filthy, dirty. We loved it all!
- Gorgeous park
- Got excellent advice on hiking trails from ranger at Lodgepole
- Great and affordable vacation area, wonderful people
- Great park and although road construction was ongoing, we enjoyed our visit. However, we were disappointed to find out we couldn't visit the Crystal Cave on the last day of our visit. Also, after learning that we thought we'd save the day by visiting El Morro Rock only to find the road to it closed when we reached it. Other than that we had a good time and hope to visit again perhaps in a different season when it's not so hot. Keep up the good work.
- Great park, backcountry permit office very helpful, in this case weather did not cooperate (high heat)
- Great trip! Thanks.
- Grew up visiting NP as us all park employees. Very friendly and helpful. Was nice to see where entry fee were used toward new road, clean picnic area, bathroom. Proud to pay for something that you can see a change throughout my years. Please feel free to contact if more info is needed.
- Grocery prices are very expensive at General Grant Store
- Had a great time
- Hope to return for a longer visit. Plan to find less developed camping sites, hike, visit Kings Canyon
- I am grateful that I was able to drop off my temporarily handicapped (w/ leg injury) housemate somewhat near the General Sherman Tree and then take the shuttle down and back from the distant parking lot above
- I can't say enough about how great your rangers are at Potwisha. They just keep getting better! Professional, knowledgeable, helpful, courteous.

- I didn't know when we went on the Congress trail that there would be a controlled fire. I had an allergic reaction to what was burning and started to have an anaphylactic reaction and had to leave the park. Signs need to be posted at the beginning of trails indicating if a controlled fire has been initiated in the area.
- I enjoyed visiting Sequoia but road construction took too long for visitor and also should finish last year
- I liked all the explanations about the trees, fires, etc. They were exactly the right length.
- I liked the shuttle service too. I really enjoyed my visit. What a beautiful place. The restroom place. The restroom at Lodgepole was in bad shape needed to be cleaned and some air freshener. I missed the sign for big baldy - shrub in front of it, had to turn around. I hope I can return!
- I love Sequoia and Kings Canyon NP everyone in the U.S. should see it. If not in person show them on TV!
- I love the backcountry in SEKI
- I love these parks! This trip happened to be one where we didn't make use of the facilities because we were on a church retreat, but that's not typical of my visits. Favorite campground = Cedar Grove.
- I loved seeing Sequoia trees in person. I wish there were more day hike and activities in Kings Canyon.
- I loved the ranger led talks at the different sites. This was a very well maintained park. We wish we could have stayed inside the park
- I mainly travel through the park to go to natural forest for activities
- I prefer that Cedar Grove area remain "first-come, first-serve" with respect to campgrounds
- I was disturbed to hear a park employee mention that a bear entered the campground, was caught and then euthanized. I would prefer bears were relocated.
- I went to Yosemite afterwards - Sequoia is much more user friendly, much less people, park rangers more informative and helpful - completely different experience. I will return to Sequoia or Kings Canyon probably not Yosemite. The signs were more helpful and in conspicuous places fantastic! Thank you for letting me fill survey out!
- I would need more signs, it's easy to get lost on the long roads. Could walk miles so estimate the distances.
- I would prefer to have a campground host available at all times. I had to ask a camper to turn down their music, another camper had a barking dog. Neither complied with my request to control their noise. Both were aggressive and rude.
- In the campground the way to the restrooms is very long and for handicapped people too stony
- I've really enjoyed it and will come back again! Believe in climate change but do not believe it is only man's fault.
- If possible, please have water and all locations, e.g. Mono Rock and Crescent Meadow. Thank you!
- In my opinion, SEKI is the most beautiful place in the world! I really like it there - really don't need to improve anything - except the horse poop on the trails!
- It is a wonderful park
- It is nice to have same campgrounds that take reservations and same that are still 1st come first serve. We love Azalea campground!
- It was a nice visit. Enjoyed the ranger program. Very disappointed in the small size of most campsites, and the cost of showers. We wasted 20 minutes waiting at the bus sign in front of the market only to find it was no longer a bus stop. Then waited half-hour at actual stop as 2 empty buses passed by.
- It was a really fantastic visit. We enjoyed the beauty of nature and we were happy to see wildlife, especially bears.
- It was a very enlightening trip

- It was a wonderful visit, and I love the outdoors but it would be nice if there were more bathrooms and showers available to have the comforts of home within the great outdoors
- It was awesome. We loved it. Please put soap in the bathroom.
- It was beautiful and we have a very nice time
- It was beautiful! We enjoyed everything about it including the drive in and out!
- It was great
- It was great! This survey is too long.
- It was great! We had a very good time.
- It was one of the most amazing places I've ever seen. We must protect those trees!
- It was very nice
- It was wonderful. We were so happy to share this with our daughter. She loved the trip.
- It would be nice when entering the park to be able to reserve 1st come 1st served campsites instead of having to rush to get a site, then drive back to see the things you missed. Beautiful park! Very peaceful!
- It's a fantastic place. We had a great time and will be back in the future!
- It's my favorite place. We come here at least once a year.
- Keep up the good work
- Keep up the good work. We would like to see more rangers on the hiking trails.
- Lodgepole campground - the sites were too close to each other and not enough restrooms - would have liked showers with restrooms in campground (all) fee for showers is OK
- Lodgepole picnic area is wonderful. We observed native trout - (appeared to be brook trout) feed on surface insects for about 1 hour in a pool on the west side. Reminded me of camping at Clover Meadows and Granite Creek just north of Kings Canyon.
- Love coming to the parks! Have been since I can remember. Need more campsites! We were lucky to find a site. It was so full, please make more campsites!
- Love the park - I did experience some physical difficulties while visiting General Sherman. It was a scary moment and we did not see rangers or emergency call box.
- Love the park and the developed campgrounds are great but there needs to be more showers available to non-RV campers. Thanks!
- Love the trails. Thank you.
- Loved it, best facility we visited
- Loved it
- Loved it! For my first time camping! Would come again!
- Loved it! Very impressed with roads, markers, and cleanliness of trails
- Loved it! We will return.
- Loved it. Very enjoyable.
- Loved our visit. Will be back!
- Loved the park and Azalea campground! Would only suggest more bear-proof trash cans in more locations within campsites to discourage people from littering
- Loved the visit
- Make a discount if you visit every NP in California
- More consistency with cleaning with facilities like restrooms would make for a more comfortable stay.
- More food locations with healthy alternatives. More informational signs with directions and mileage (e.g. overlook for Lake Hume). Overall, very satisfied with first visit to park and will return.
- More hiking trails would be a good idea
- More picnic tables, cleaner restrooms with water to wash your hands

- More places to buy or eat food. My husband has a fear of heights. This was the last of several national parks that we visited this summer. We would have liked to have spent more time there but he had had enough of driving steep, switchback roads with few guardrails, fast drivers, and RVs. I understand the desire to keep the parks in their natural state, but some form of guardrails, on the downhill side of the mountains, that blend with the scenery would be nice and would make drivers like my husband more comfortable. We were pleased to have been able to spend a little time at the parks.
- Need better roads to the Boole Tree, couldn't find showers at my campsite in Sunset
- Need better signs. We got lost.
- Need more affordable accommodations in or near the park. We stopped at the Comfort Inn Three Rivers which was expensive and only ok. Stopped at other places during our vacation which were much better and cost the same or less.
- No horses! Also make it easier for low impact tent campers to get sites. There should be different tiers of campers, campers who are just camping at trailhead waiting for trail passes should small campsites. I picture 3 tiers: Tier 1) Campers/RVs/city slicker campsites. Tier 2) Normal bring the kids out camping in tents (car camping). Tier 3) Simulated rustic environment tents only (and quiet) spots.
- No, thanks
- Note: please, please have signs made in Spanish and English to let visitors know that toilet paper can be flushed down. It seemed to our group that many visitors dropped the paper on the floor next to the toilet! So disgusting, we were horrified how dirty the bathrooms were in Potwisha campground! Maybe plastic bags in each stall too. Thank you. Again, bathroom situation very messy! So disappointed, this was the worst we have seen them!
- On the hiking trails it would be nice to have an idea of how easy a hike would be. Maybe, 1-5 graded, written on the signs.
- On two subsequent days in the early mornings on hiking trails we encountered 50 large groups of cross-country runners. Day 1 - between Panther Gap and Mehrten Meadow. Day 2 - On the circle Meadow Trail in Grant Forest. These groups were larger and noisy. Particularly in the Giant Forest (where one expects quiet and solitude early in the morning 8:00 am). These runners were annoying and disrupting.
- One adult had dangerous fall in darkness of Crystal Cave, I love the national parks - thank you! Maybe a sign reminding people that their taxes fund the park? Seems these days that people need reminders as to why taxes are important.
- Paying for sites and not aware of occupation was a concern
- Please complete road construction ASAP
- Please set up an express entry lane during the summer for local card/ pass holders. Also, please send law enforcement rangers through popular swimming holes more frequently. Excessive alcohol, drugs, underage drinking, undesirable behaviors, theft, dogs off leash, dogs off trail and in water often make for unpleasant park experiences. Also, many of these people engage in drunk driving when leaving the park.
- Prices for everything are way too high
- Provided more lodge place
- Ranger at wilderness permit station was very friendly and informative
- Rangers were not as free with information as other parks. Did not offer tips, etc. unless we specifically asked (switchbacks on Kings Canyon Road).
- Rangers were super helpful as were tram drivers, thank you
- Recycling bins at lodge would be helpful. Staff was great. Loved park. We live in Maine but hope to return.
- Restrooms in campgrounds need upgraded
- Restrooms not clean at Potwisha and Buckeye Flat. The hostesses abuse their authority and can be very rude.



- Road construction was a definite problem - long waits!
- Road construction was inconvenient and made for a long, hot drive. Though when completed will most likely be great.
- Sequoia and Kings Canyon NPs are great parks with wonderful rangers. Thank you for such a wonderful time.
- Sequoia and Kings Canyon NPs are awesome and quite underrated. Enjoyed this visit a lot and will recommend to come to all my friends!
- Should have a large open ski area with rope tow for skiing and sledding. Winter play areas are small, crowded and dangerous.
- Shuttle service was great. We used it a lot.
- Thank you
- Thank you for the rangers dedication and efficiently
- Thank you for the Sequoia Shuttle
- Thank you
- Thank you
- Thank you! I enjoy visiting and taking family and friends. Keep up the great work.
- Thank you! It was great! My husband and I preferred 20 years ago, because it was more peaceful then. But the children were very impressed.
- Thanks for helping us to have a fantastic week
- Thanks for the postcard
- The construction details should have been posted on the website. Although it said there could have been delays from 20-60 minutes, it did not state the details concerning the up-mountain travel (times on the hour) or the down-mountain travel (directly after the down travel of cars). More information/encouragement about using the convenient shuttles in different languages so people will stop driving so much.
- The first two days (Sunday, 8/5 and Monday, 8/6) the restroom situation was not acceptable. No one came to service the restrooms either day; the toilet paper was almost out and the insides were a mess. Even when the restrooms were serviced, the toilets were not cleaned. Excrement stained one seat and bowl all the way from Monday to Thursday.
- The individual campsites were a little small and too close. More showers. At every campground. It's a breathtakingly beautiful place.
- The national parks of western America are absolutely amazing! We were speechless because of their beauty and dimension. Thank you so much for making a visit easy and convenient.
- The new entry system from 180 looks great. I do hope we can actually use the restrooms near there now.
- The park is a national treasure of immense beauty and power and a source of joy. It seems very profoundly cared for and maintained. We care DEEPLY about climate change. Thank you for your service! Park directional signs were confusing near cave got VERY lost.
- The park was great but in the campground, it would be a lot better if there were showers, handy sinks to wash dishes
- The parks are much more than a National treasure, they are world heritage sites that we the people of the United States must forever protect. Thanks to the NPS for being such good stewards of the world's most precious assets. Thanks, Rick Haas.
- The restroom smell not good. We would wish to see more bear. Your park is beautiful. Thank you!
- The restrooms are nasty. Please clean them!! The restrooms were the worst I have seen here as well as Yosemite!! I was ashamed for our foreign visitors to see that mess!!
- The road construction in the park was awful. No warning was given to the distance of construction or time of delay.

- The road construction was inconvenient but the improvements look nice. We're happy the park is being improved for future generations.
- The road to Mineral King must be improved. Thank you.
- The services have declined and are not competitive with other campgrounds. Need better bathrooms and general store.
- The student informing us of this project was passionate and dedicated to this project. Thank you!
- There was no bus stop available going back to Lodgepole from visitor center. Had to carry two-year-old son and daughter back to campground! Loved bus system, but unhappy no stop available back to campground.
- There were a lot of bees at our campsite
- There were webs and spiders in the ladies and men's rooms outside the visitor's center
- These are not enough shuttles or parking space. In Zion National Park private vehicles are left outside the park and shuttles run every 5/10 minutes. We had to walk for 2 miles at dusk to get back to our car!
- These are very nice parks. Please do not let them get overcrowded like Yosemite. It is unenjoyable when there are too many people.
- This year was the first year that the restrooms were extremely dirty and disgusting, and there were also fallen trees in the rivers that had not been removed.
- Travel times on Google Maps highly unreliable. It seemed like ranger programs were only at Lodgepole, not other campsites. It seemed like shuttles service was only convenient from Lodgepole. Water was not available at some parking spots and trailheads (like Crescent Meadow/Tharpe log. Bear boxes with latch were easier and less noisy than with key-in-slot. We had a great time and hope to come back soon!
- Trip was very good. Wonders of the world. Wish that I had more time to spend in each park.
- Try to accommodate dog owners. Designated areas off leash so we can work them, and some trails which allow them (and require cleanup bags for them). If the dog is disciplined and obviously quiet and under control of the owner leave them alone. Love rangers, but they seemed over zealous.
- Unfortunately long delay due to road construction. But we do understand that maintenance is necessary. Suggestion: post parking schedule to enable better organization of visits.
- Used access pass, appreciated learning how two parks so close together, have such different natural features/characteristics
- Very beautiful wall along road 198, newly built that increased safety
- Very enjoyable. Lodgepole campsites are very nice.
- Very enjoyable, very nice campers on either side, need more clear info about length of time it takes to get from entrance to different places in park
- Very helpful and friendly rangers and staff
- Very interesting visit. I'll recommend this park.
- Very nice
- Very nice park, but too much people in August! I come back in Spring or Autumn. Thanks for your great American Park Service.
- Very poor, and expensive food at dinner at Grant Grove. Our waitperson seemed to know nothing about the menu, gave us wrong answers to our questions and seemed untrained.
- Was a great experience, too much people especially the antelope. There should be less groups in a larger time frame.
- Was great, Cindy Wood was an amazing ranger, had a lot of good information, very friendly. Trails were in great condition.
- We always enjoy our visit. We look forward to the next time we visit the park.

- We are now introducing the 4th generation of our family to Kings Canyon National Park. Especially the Columbine Picnic Area.
- We encountered delays due to road repairs that reduced my rating of the roads for this visit. Otherwise the roads were good. Assistance at visitor centers was helpful. Enjoyed the museums and loved hiking the Congress Trail, but got very turned around on the trails due to signs that were not specific enough for a casual hiker. Shuttle service was much appreciated to get us back to our car so we could hike one way a long distance rather than having to hike a loop.
- We enjoy the great diversity Sequoia and Kings Canyon has to offer. Nice variety close in proximity. Thanks for everything!
- We enjoyed our stay. I will be back!
- We enjoyed our visit
- We enjoyed the NP however the camping experience was not the best. The campground was elegant and quiet however there was only a single toilet facility for women/men. It was not at all up to par with other NPs we have visited, e.g. Yellowstone, Big Bend. There was no light at night in the bathroom area. The bathrooms were clogged. It was really disgusting. We probably would not visit this park again. Crystal Springs Group Camping. Also, you should have recycling in this campground. Did not see the ranger checking campgrounds. This should be done more frequently.
- We enjoyed the park very much; just didn't like the accommodation that was given to us by the NPS reservation system.
- We had a great day. Thanks
- We had a great time
- We had a great time and would like to visit the parks again
- We had a great visit and was impressed with the park
- We had a lovely hike from the General Sherman Tree to Crescent Meadow. At the picnic area near crescent meadow we stopped to eat our packed lunches. When looking at the map of this area, when I saw that there were restrooms I assumed there would be running water and that I would be able to replenish our water bottles before walking back to the General Sherman Tree. Unfortunately there was no water available, and we could not do the return part of the hike back to the General Sherman Tree because it was a very hot day and it didn't seem like a good idea to hike with no water available. We ended up taking the shuttle bus back to the parking area. This is why I suggested in the other part of the questionnaire that there should at least be a vending machine with water at the picnic/rest room area.
- We had a very nice day trip - very friendly people everywhere! Thanks. P.S. could not take survey online?
- We had a wonderful experience
- We had a wonderful time in Sequoia. Can't wait to go back next year.
- We had a wonderful time there. Thanks and keep it up!
- We had tickets for the cave, but a wasp's nest closed the cave for the day. I hope to visit again and also see Kings Canyon. The rangers were helpful.
- We liked it very much and want to come again soon
- We liked your park better than Yosemite
- We love Cedar Grove! Please make Wi-Fi available ALL DAY at the Cedar Grove Lodge/store. Also pay phone system at Cedar Grove does not work. Verizon does collect coins on a regular basis. When phone is full of coins, you cannot make calls, in an emergency, somebody could DIE!!
- We love going to the parks every year. They are a true treasure.
- We love how peaceful it was and the beauty of nature
- We love our annual visits to Kings Canyon - the group sites in Cedar Grove are terrific, though we need a few more bear boxes
- We love Sequoia and Kings Canyon

- We loved it and would like to go back
- We loved it
- We loved it
- We loved our visit
- We loved our visit
- We loved the park, less people than Yosemite, with the same great views
- We met two stellar rangers - one was Aimee and the other we met on the Don Cecil Trail on 8/6/12. We had a glorious time and will return. Walking trails from the Cedar Grove campgrounds to Canyon View Overlook, Knapp's Cabin, Roaring River Falls should be developed to encourage a reduction in car travel. Pie-in-the-sky would be a bike program like the one in DC where there are self-serve bike rentals. You pay w/a credit card that unlocks the bike for you and protects against theft. People could use these to travel to Road's End for the Mist Falls hike. Over time bike paths could be established or have "sharrow" policies where bikes are given "full use of the lane" in certain designated areas that have pull outs so bikes can let cars by. Amphitheater needs to be shown on all maps at Sheep's Creek, Moraine, etc. We were at Moraine and reading posted "program" calendars but had no idea where the amphitheater was (found it on a map at Cedar Grove Village - a hefty car drive away--bridge was out). We got conflicting information regarding the playing of music. One ranger told us that music needed to be kept at a level "where it can only be heard in the user's site" (which is impractical since sound travels easily in a natural environment—but it's better than nothing) and another ranger said "He can play it as loud as he likes during non-quiet hours (10 p.m. – 7 a.m.). This is a public space." We found this 2<sup>nd</sup> statement inaccurate since a campground is not a public space (for example like the beach or a city park) since we pay fees to use our campsite. Further, even in a city park, one can be cited for "nuisance." We realize this is a complex issue since music provides pleasure to some and we also realize the park is depending on people's general civility, which works to a good degree. Still we question the mission of our national parks. We go to them to remove ourselves from the stresses of our urban environment where we are constantly compromising our own pleasures (the sound of birds, the wind, human activity w/out the aid of electricity, batteries and amplification, water, animals).
- We really enjoyed our visit. Very beautiful park, very well maintained, great staff at the visitor center.
- We stayed at the Wuksachi Lodge and ate at the dining room for all meals. You need a snack bar or cafe for the times when you want a quick meal. We went on the four hour tram and got back after 2:00 pm. It took us over an hour and a half to get our food and the manager never apologized to us. Server was kind - but not his fault. They "comp'd" the lunch for 7 of us but the manager should have come to us. Also there was no soap or towels or air dryer in any of the bathrooms at Lodge.
- We thoroughly enjoyed our visit especially how accessible great hiking and beauty was. We can tell fees are put to good use. Thank you!
- We want to see more bears next time
- We wanted to visit a cavern but were unable to because we did not have prior reservations. I was very disappointed.
- We went to spent the day with my grandson, who was a counselor at Hume Lake Christian Camp. It was a beautiful campsite!
- We were booked into Sequoia Lodge by the NPS. For the price we paid (\$200/night) the accommodations were very unsatisfactory. The Three Rivers entry needs to provide more and better dining services, also there was only a pizza place open - luckily, the pizza was excellent!
- We were not able to go to Moro Rock since the road was closed apparently, that's too bad. Other than that, very nice stay.
- We weren't aware we'd have to use buses until we got there. You don't ask about them. Very crowded, waits, but not as bad as I expected 1st day.
- We would really like if you guys put showers in the bathroom, and build markets close to the campsite

- We're looking forward to road construction work being completed and enjoying the results of all the effort. Thank you!
- When the area in the Giant Forest was cleared, it was promised to rebuild inexpensive housing. Please do so. Thank you.
- Will not be returning because of excessive noise in campground, past 11:30 PM and starting again at 5:30 AM.
- Wish we had seen more bears
- Wonderful park to visit. We will return soon.
- Wonderful trip - staff is very helpful and kind
- Would appreciate faucets that stay on for more effective hand washing
- Would like a light in the Lodgepole Camp bathrooms, also a very steep path from 142, and not very close. Would like recycling bin next to trash can at Lodgepole.
- Would like to see better trail signs during hikes. Beautiful area and would highly recommend visiting to friends/family. Would like to see ranger stationed at Potwisha 24 hours/day to control noise after curfew.



## **Appendix 1: The Questionnaire**



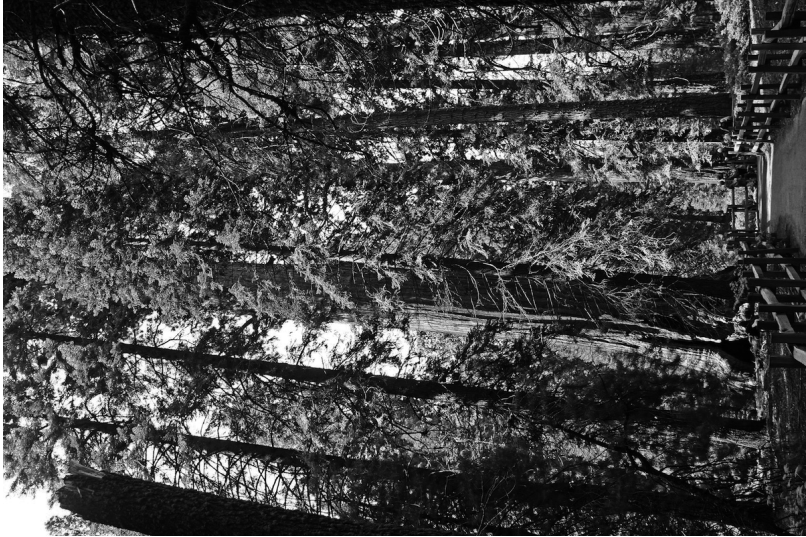


Social Science Division  
National Park Service  
U.S. Department of the Interior  
Visitor Services Project



# Sequoia and Kings Canyon National Parks

## Visitor Study



**United States Department of the Interior**  
**NATIONAL PARK SERVICE**  
Sequoia and Kings Canyon National Parks  
47050 Generals Highway  
Three Rivers, California 93271

IN REPLY REFER TO:

Summer 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Sequoia and Kings Canyon National Parks. This information will assist us in our efforts to better manage these parks, and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes to complete after your visit.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

We appreciate your help.

Sincerely,

Karen Taylor-Goodrich  
Superintendent

**Your Visit To Sequoia and Kings Canyon National Parks**

NOTE: In this questionnaire, your **personal group** is defined as you and anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

**DIRECTIONS**

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete the questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.
- Like this: ● Not like this: ☒ ☓ ☉
4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service, as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed at Sequoia and Kings Canyon National Parks. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid Office of Management and Budget Control Number. We estimate that it will take about 20 minutes to complete this survey. You may send comments about any concerning the burden estimates or any aspect of this information collection project to: Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

1. a) Prior to this visit, how did your personal group obtain information about Sequoia and Kings Canyon National Parks (NPs)? Please mark (●) all that apply.

**Source of information**

- ☐ Did not obtain information prior to visit → **Go to Question 2**
  - ☐ Chamber of commerce/visitors bureau/state welcome center
  - ☐ Friends/relatives/word of mouth
  - ☐ Global Positioning System (GPS), map-related websites/apps
  - ☐ Inquiry to parks via phone, mail, or email
  - ☐ Local businesses (hotel/motel, gas station, restaurant, etc.)
  - ☐ Maps/brochures
  - ☐ Newspaper/magazine articles
  - ☐ Previous visits
  - ☐ School class/program
  - ☐ Sequoia and Kings Canyon NPs website: [www.nps.gov/seki](http://www.nps.gov/seki)
  - ☐ Website about privately-owned lodging within the parks
  - ☐ Other websites — Which one(s)? \_\_\_\_\_
  - ☐ Social media (Facebook, Twitter, etc.)
  - ☐ Television/radio programs/videos
  - ☐ Travel guides/tour books (AAA, etc.)
  - ☐ Other (Please specify) \_\_\_\_\_
- b) From the sources you used prior to this visit, did your personal group receive the type of information about the parks that you needed?

- ☐ No ☐ Yes → **Go to Question 2**

- c) If NO, what type of park information did your personal group need that was not available? Please be specific.

2. a) On this trip, did anyone in your personal group stay overnight, away from their **permanent residence**, either inside Sequoia and Kings Canyon NPs or the area within 80 miles of either park?

☐ Yes ☐ No → **Go to Question 3**

- b) If YES, please list the number of nights your personal group stayed in Sequoia and Kings Canyon NPs and the area within 80 miles of either park.

\_\_\_\_\_ Number of nights inside the parks

\_\_\_\_\_ Number of nights in the **area** outside the parks

- c) & d) How many nights did your personal group spend in the following types of accommodations? Please list the number of nights.

c) Number of nights  
**inside parks** \_\_\_\_\_ (within 80 miles of the parks)  
d) Number of nights  
**outside parks**

Concessioner lodging: John Muir Lodge, Cedar Grove n/a

Lodge, Grant Grove Cabins, Wuksachi Lodge

n/a Other lodge, hotel, motel, vacation rental, B&B, etc. \_\_\_\_\_

RV/trailer camping \_\_\_\_\_

Tent camping in developed campgrounds \_\_\_\_\_

➔ Which campground in parks? (Specify) \_\_\_\_\_

Backcountry/wilderness camping \_\_\_\_\_

Residence of friends or relatives \_\_\_\_\_

Personal residence \_\_\_\_\_

Other (Please specify) \_\_\_\_\_

Other inside \_\_\_\_\_ Other outside \_\_\_\_\_

3. On this visit, how long did your personal group spend visiting Sequoia and Kings Canyon NPs? Please list partial hours/days as ¼, ½, ¾.

\_\_\_\_\_ Number of hours **if less than 24 hours**

- OR -

\_\_\_\_\_ Number of days **if 24 hours or more**

4. a) On past visits, in which activities did your personal group participate within Sequoia and Kings Canyon NPs? Please mark (●) **all** that apply in column (a).  
b) On this visit, in which activities did your personal group participate within the parks? Please mark (●) **all** that apply in column (b).

- c) If you were to visit the parks in the future, in which activities would your personal group prefer to participate? Please mark (●) **all** that apply in column (c).

a) Past visits	b) This visit	c) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attending ranger-led daytime talks/programs/walks
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attending ranger-led evening/campfire programs
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Camping in developed campground
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cave tour
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	n/a	<input type="radio"/>	Cross-country skiing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Day hiking or walking
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Overnight backpacking
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Horseback riding
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Scenic driving
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sightseeing
<input type="radio"/>	n/a	<input type="radio"/>	Sledding
<input type="radio"/>	n/a	<input type="radio"/>	Snowshoeing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Swimming and other water activities
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Wildlife-viewing/birdwatching
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Other (Specify below)

Past visits

This visit

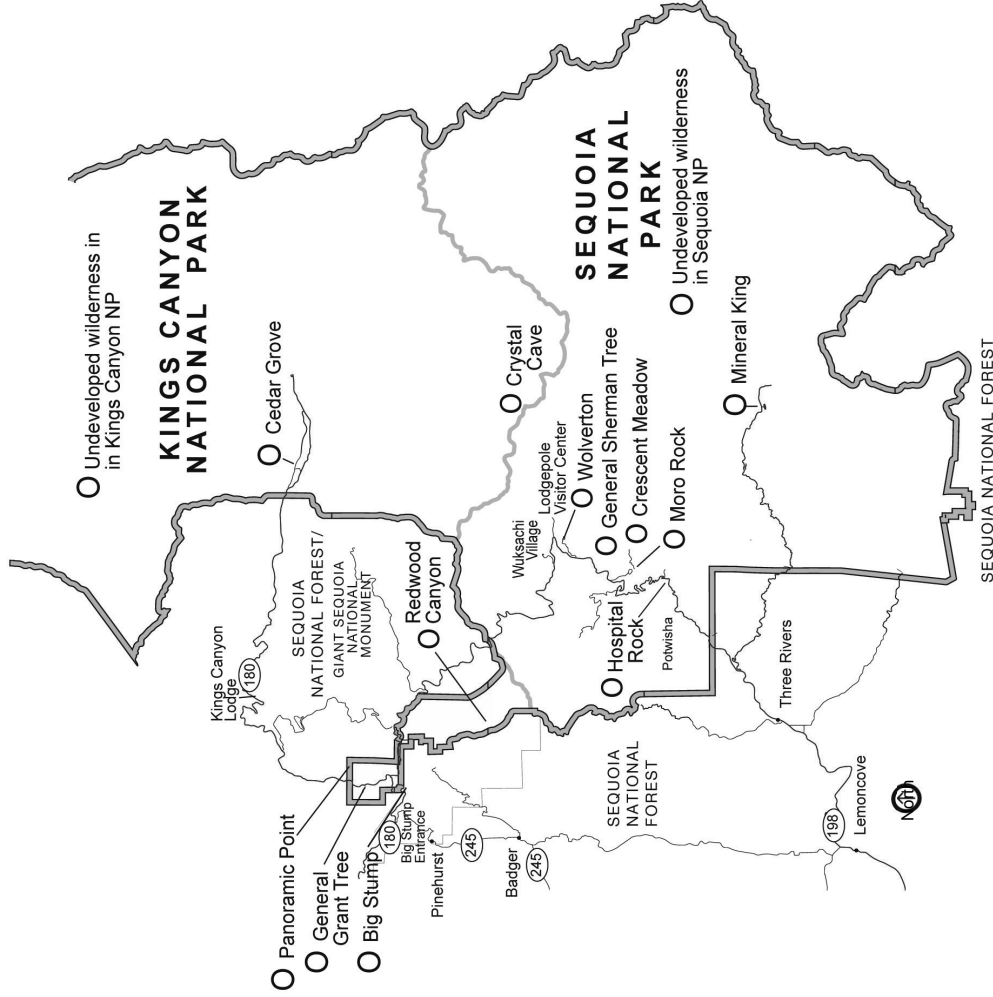
Future visits

5. a) On this visit, where did you first enter Sequoia and Kings Canyon NPs?

☐ Highway 198 into Sequoia NP ☐ Highway 180 into Kings Canyon NP

☐ Other (Please specify) \_\_\_\_\_

- b) On this visit to Sequoia and Kings Canyon NPs, which places did your personal group visit? On the map below, please mark (●) **all** the places you visited.



6. a) Was every member in your personal group a resident of the Sequoia and Kings Canyon NPs **area** within 80 miles of either park?

☐ No ☐ Yes → Go to Question 7

- b) Was visiting Sequoia and Kings Canyon NPs the primary reason nonresident members in your personal group came to the **area** within 80 miles of either park?

☐ No ☐ Yes

- c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the **area**? Please mark (●) **only one**.

☐ Car ☐ Motorcycle ☐ SUV/truck/van  
☐ Motorhome ☐ Airplane  
☐ Other (Please specify) \_\_\_\_\_

7. a) Please mark (●) **all** the concession (commercial) services and facilities that your personal group **used** at Sequoia and Kings Canyon NPs during this visit.  
 b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.  
 c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

b) If used, how important?  
 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

c) If used, what quality?  
 1=Very poor  
 2=Poor  
 3=Average  
 4=Good  
 5=Very good

a) Commercial services/facilities used

☐ Gift shops \_\_\_\_\_  
☐ Horseback riding \_\_\_\_\_  
☐ Laundromat \_\_\_\_\_  
☐ Lodging \_\_\_\_\_  
     Specify location \_\_\_\_\_  
☐ Markets (food/supplies/etc.) \_\_\_\_\_  
     Specify location \_\_\_\_\_  
☐ Restaurants \_\_\_\_\_  
     Specify location \_\_\_\_\_  
☐ Showers \_\_\_\_\_  
     Specify location \_\_\_\_\_

- d) If you were to visit in the future, what commercial services/facilities would you like to see offered? \_\_\_\_\_

8. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Sequoia and Kings Canyon NPs during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used	b) If used, how important?		c) If used, what quality?	
	1=Not at all important	2=Slightly important	1=Very poor	2=Poor
	3=Moderately important	3=Average		
	4=Very important	4=Good		
	5=Extremely important	5=Very good		

<input type="radio"/>	Access for people with disabilities	_____	_____	_____
<input type="radio"/>	Backcountry campsites	_____	_____	_____
<input type="radio"/>	Developed campgrounds	_____	_____	_____
<input type="radio"/>	Parking areas	_____	_____	_____
<input type="radio"/>	Park directional signs	_____	_____	_____
<input type="radio"/>	Picnic areas	_____	_____	_____
<input type="radio"/>	Pullouts	_____	_____	_____
<input type="radio"/>	Recycling	_____	_____	_____
<input type="radio"/>	Restrooms	_____	_____	_____
<input type="radio"/>	Roads	_____	_____	_____
<input type="radio"/>	Trails	_____	_____	_____
<input type="radio"/>	Trail signs	_____	_____	_____
<input type="radio"/>	Trash collection	_____	_____	_____

9. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Sequoia and Kings Canyon NPs during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. While you were in the parks on this visit, did your personal group use or wish to use any of the following electronic devices to obtain park information? Please mark (●) **all** that apply.

<input type="radio"/>	None → Go to Question 11		
<input type="radio"/>	Cell phone (not smart phone)	<input type="radio"/>	MP3/MP4 player
<input type="radio"/>	Handheld Global Positioning System (GPS) receiver	<input type="radio"/>	Other portable electronic device (iPad, iPhone, Blackberry, etc.)
<input type="radio"/>	Laptop computer		
<input type="radio"/>	Other (Please specify) _____		

11. If you were to visit Sequoia and Kings Canyon NPs in the future, which subjects would your personal group prefer to learn about? Please mark (●) **all** that apply.

<input type="radio"/>	Not interested in learning about these subjects → Go to Question 12		
<input type="radio"/>	Air quality	<input type="radio"/>	History/archeology
<input type="radio"/>	Animals	<input type="radio"/>	Planning a safe visit
<input type="radio"/>	Astronomy/stargazing	<input type="radio"/>	Role of fire in ecosystems
<input type="radio"/>	Climate change	<input type="radio"/>	Threatened and endangered species
<input type="radio"/>	Decline of frogs/amphibians	<input type="radio"/>	Wilderness
<input type="radio"/>	Other (Please specify) _____		

12. If you were to visit in the future, how would your personal group prefer to learn about the natural and cultural history of Sequoia and Kings Canyon NPs? Please mark (●) **all** that apply.

<input type="radio"/>	Not interested in learning about the parks → Go to Question 13		
<input type="radio"/>	Brochures/other printed materials	<input type="radio"/>	Park website: <a href="http://www.nps.gov/seki">www.nps.gov/seki</a>
<input type="radio"/>	Films/movies/videos	<input type="radio"/>	Ranger-led programs
<input type="radio"/>	Outdoor exhibits	<input type="radio"/>	Visitor centers/exhibits
<input type="radio"/>	Electronic media/devices for visitors to download digital files		Social media:
<input type="radio"/>	Other (Please specify) _____	<input type="radio"/>	Facebook
		<input type="radio"/>	Twitter

13. a) Please indicate how safe your personal group felt during this visit to Sequoia and Kings Canyon NPs. Please mark (●) **one** answer for each issue.

**How safe did you feel in the parks?**

Safety issue	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Person-on-person crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Property crime	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road/traffic safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- b) If you marked that you felt "very unsafe" or "unsafe" for any of the above issues, please explain why.

14. Your safety is important. Information about safety is available in many forms throughout both parks. Through which sources did your personal group get safety information about potential park hazards and other hazards? Please mark (●) **all** that apply.

- ☐ None → **Go to Question 15**
- ☐ Local radio/TV ☐ Signs
- ☐ Park newspaper/map ☐ Staff at visitor centers/museums
- ☐ Park website: [www.nps.gov/seki](http://www.nps.gov/seki)
- ☐ Other (Please specify) \_\_\_\_\_

15. If you were to camp at Sequoia and Kings Canyon NPs in the future, which amenities would your personal group use in a developed campground? Please mark (●) **all** that apply.

- ☐ Do not camp/unlikely to camp on a future visit → **Go to Question 16**

- ☐ Ability to make advance reservations ☐ Standard campsites (1-6 people)
- ☐ Dump station ☐ Mid-size group sites (7-15 people)
- ☐ Showers ☐ Large group sites (16+ people)
- ☐ Utilities (water, sewer, electric) hookups for RVs
- ☐ Other (Please specify) \_\_\_\_\_

16. For your personal group, please estimate all expenditures for the items listed below for this visit to Sequoia and Kings Canyon NPs and the surrounding area (within 80 miles of either park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside the parks.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the parks (within 80 miles of either park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Sequoia and Kings Canyon NPs.

	EXPENDITURES	
	a) Inside parks	b) Outside parks
Lodge, hotel, motel, cabin, B&B, etc.	\$ _____	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, shuttle, but NOT airfare)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____

- c) How many people do the above expenditures cover? Please write "0" if no children were covered by the expenditures.

\_\_\_\_\_ Adults (18 years or over) \_\_\_\_\_ Children (under 18 years)

17. a) When visiting an area such as Sequoia and Kings Canyon NPs, what language(s) do most members of your personal group prefer to use for speaking and reading?

Speaking ☐ English ☐ Other (Specify) \_\_\_\_\_

Reading ☐ English ☐ Other (Specify) \_\_\_\_\_

- b) Some information about Sequoia and Kings Canyon NPs is available in Spanish. On this visit, which of the following information in Spanish did your personal group use? Please mark (●) **all** that apply.

- ☐ None → **Go to part c of this question**
- ☐ Exhibits ☐ Park website: [www.nps.gov/seki](http://www.nps.gov/seki)
- ☐ Food storage information ☐ Other (Specify) \_\_\_\_\_

- c) If park information were not available in Spanish, could your personal group have read it in English?

☐ Yes ☐ No

- d) What **services** in the parks need to be provided in languages other than English? Please specify a service or mark (●) "None."

☐ Service (Specify) \_\_\_\_\_ - OR - ☐ None

18. a) Wildfires are part of the Sierra Nevada ecosystem. Park managers use prescribed fire or manage lightning-caused fires to achieve ecological benefits, and reduce hazardous fuels to prevent destructive fires. Fires that threaten life or property are suppressed. Prior to your visit to Sequoia and Kings Canyon NPs, was anyone in your personal group aware of this fire policy?

☐ Yes ☐ No ☐ Not sure

- b) Prior to your visit, were you aware that your personal group might experience smoke from prescribed fires, managed wildfires, or suppression fires during your visit to Sequoia and Kings Canyon NPs?

☐ Yes ☐ No ☐ Not sure

19. How concerned are you about the effects of climate change on national parks, such as Sequoia and Kings Canyon NPs? Please mark (●) **only one**.

Not concerned	Slightly concerned	Somewhat concerned	Very concerned	Extremely concerned
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- ☐ Do not believe in climate change

- ☐ Not aware of climate change effects in national parks

20. a) How many vehicles, personal and/or rental, did your personal group use to arrive at the parks? For both vehicle types, please write "0" if you did not use them.

\_\_\_\_\_ Number of personal vehicles \_\_\_\_\_ Number of rental vehicles

- b) On this trip, how many times did your personal group enter the parks?

\_\_\_\_\_ Number of times entered

21. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for each.

a) Commercial guided tour group ☐ Yes ☐ No

b) School/educational group ☐ Yes ☐ No

c) Other (scouts, work, church, etc.) ☐ Yes ☐ No

- d) If you were with one of these organized groups, how many people, including yourself, were in this group?

\_\_\_\_\_ Number of people in organized group

22. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

☐ Alone ☐ Friends ☐ Other (Specify below)

☐ Family ☐ Family and friends \_\_\_\_\_

- b) On this visit, how many people, including yourself, were in your personal group?

\_\_\_\_\_ Number of people in personal group

23. For your personal group on this visit, please provide the following. If you do not know the answer, please leave it blank.

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Past 12 months	d) Lifetime
Number of visits to Sequoia and Kings Canyon NPs (including this visit)				
Yoursel				
Member #2				
Member #3				
Member #4				
Member #5				
Member #6				
Member #7				

24. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

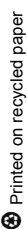
25. a) For you only, which category best represents your annual **household** income? Please mark (●) **only one**.

<input type="radio"/> Less than \$24,999	<input type="radio"/> \$50,000-\$74,999	<input type="radio"/> \$150,000-\$199,999
<input type="radio"/> \$25,000-\$34,999	<input type="radio"/> \$75,000-\$99,999	<input type="radio"/> \$200,000 or more
<input type="radio"/> \$35,000-\$49,999	<input type="radio"/> \$100,000-\$149,999	<input type="radio"/> Do not wish to answer

b) How many people are in your household? \_\_\_\_\_ Number of people

26. Is there anything else your personal group would like to tell us about your visit to Sequoia and Kings Canyon NPs?

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.



Printed on recycled paper

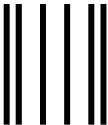
Box 1139

VISITOR SERVICES PROJECT  
PARK STUDIES UNIT  
COLLEGE OF NATURAL RESOURCES  
UNIVERSITY OF IDAHO  
875 PERIMETER DRIVE  
MOSCOW ID 83843-9960



POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL  
FIRST-CLASS MAIL PERMIT NO. 163 MOSCOW ID



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

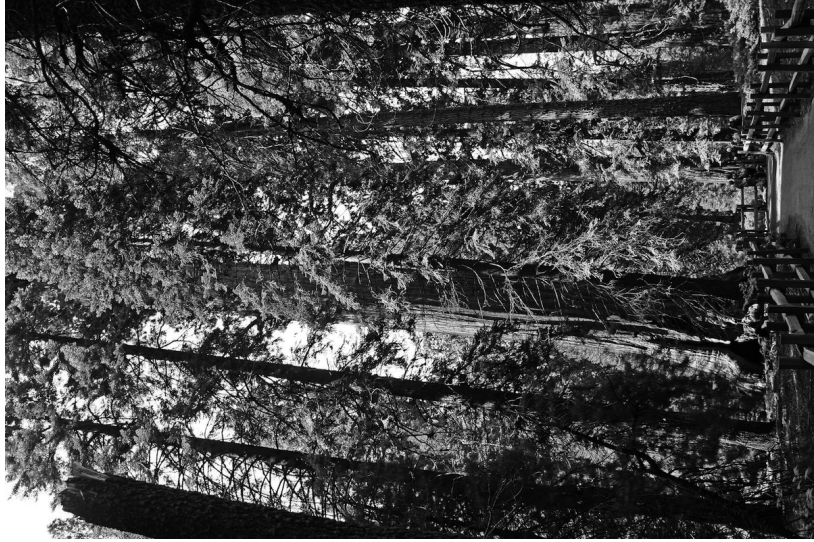


U.S.A Departamento del Interior  
Servicio de Parques Nacionales  
Programa de Ciencias Sociales  
Proyecto Servicios al Visitante



## Parques Nacionales Sequoia y Kings Canyon

### Estudio de Visitantes



OMB Approval 1024-0224  
Expiration date: 2012



#### Departamento del Interior de USA

SERVICIO DE PARQUES NACIONALES  
Parques Nacionales Sequoia y Kings Canyon  
47050 Generals Highway  
Three Rivers, California 93271



IN REPLY REFER TO:

Julio - Agosto 2012

#### Estimado visitante:

Gracias por participar en este estudio. Nuestra meta es aprender acerca de las expectativas, opiniones e intereses de los visitantes a los Parques Nacionales Sequoia y Kings Canyon. Esta información nos servirá en nuestro empeño para un mejor manejo de los parques y para servirle a usted mejor.

Este cuestionario solo es entregado a un selecto número de visitantes, así que su participación es muy importante. Le tomará sólo 20 minutos el completar el cuestionario después de su visita. Cuando su visita haya terminado, por favor complete el cuestionario. Séllelo en el sobre de correo prepagado y deposítelo en cualquier buzón de correo de los Estados Unidos

Si tiene alguna pregunta, por favor contacte a Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

Apreciamos su ayuda.

Sinceramente,

Karen Taylor-Goodrich  
Superintendente

Su visita a los parques nacionales Sequoia y Kings Canyon

NOTA: En este cuestionario su grupo personal es definido como usted y cualquiera que esté con usted visitando el Parque, tales como: esposa, familia, amigos, etc. Esto no incluye al grupo más grande con el que pueda estar viajando, tales como escuela, iglesia, scouts o un grupo de turistas.

1. a) Anterior a esta visita ¿cómo obtuvo su grupo personal información acerca de los parques nacionales Sequoia y Kings Canyon? Por favor marque (●) a todas las opciones que apliquen.

Fuente de información

- ☐ Si no obtuvo información antes de su visita → Vaya a la pregunta 2
- ☐ Cámara de Comercio/Bureau de Visitantes/Centro de bienvenida estatal
- ☐ Amigos/parientes/voz popular
- ☐ Sistema de posicionamiento global (GPS), sitios web/apps con mapas.
- ☐ Preguntas al Parque vía teléfono, correo, o correo electrónico
- ☐ Negocios locales (hotel/ motel, gasolinera, restaurante, etc.)
- ☐ Mapas/folletos
- ☐ Artículos en periódicos o revistas
- ☐ Visitas previas
- ☐ Programa o clase escolar
- ☐ Sitio web de Sequoia y Kings Canyon PNs: [www.nps.gov/seki](http://www.nps.gov/seki)
- ☐ Sitio Web de alojamientos privados dentro de los parques
- ☐ Otros sitios web — ¿Cuál(es)? \_\_\_\_\_
- ☐ Medios sociales (Facebook, Twitter, etc.)
- ☐ Televisión/programas de radio/videos
- ☐ Guías de viaje/libros de viajes ( AAA, etc.)
- ☐ Otro (por favor especifique) \_\_\_\_\_

b) De las fuentes utilizadas antes de su visita, ¿su grupo personal recibió la información que necesitaban acerca de los parques?

☐ No ☐ Sí → Vaya a la pregunta 2

INSTRUCCIONES

Al final de su visita:

- 1. Por favor haga que el individuo elegido (de por lo menos 16 años) complete el cuestionario.
- 2. Responda a las preguntas con cuidado ya que cada una es diferente.
- 3. Para las preguntas con círculos (O), por favor marque su respuesta rellenando el círculo con tinta negra o azul. Por favor no utilice lápiz.
- Like this: ● Not like this: ☒ ☓ ☉
- 4. Séllelo en el sobre de correo prepagado
- 5. Deposítelo en un buzón de correos de los Estados Unidos.

**Ley de reducción de documentos, El Acta de reducción de documentos. Acta declaratoria de reducción:** El acta declaratoria de reducción de documentos nos requiere decirle porque estamos recolectando esta información, como la usaremos y si tiene o no usted que esta información sera usada por el Servicio de Parques Nacionales, autorizada por 16 U.S.C. 1a-7. Utilizaremos esta información para evaluar los servicios a visitantes manejados en los Parques Nacionales Sequoia y Kings Canyon. Su respuesta es voluntaria. Su nombre e información de contacto se han solicitado para dar seguimiento por correo unicamente. Cuando el análisis del cuestionario esté complete todos los archivos con nombres y direcciones se destruirán y no se conectarán en modo alguno con los resultados de la encuesta. Una agencia federal no puede conducir o patrocinar y usted no es requerido de responder a la colecta de información a menos que se muestre un número válido y actualizado de la Oficina de Manejo y Control de Presupuesto. Estimamos que le tomará aproximadamente 20 minutos el completar la encuesta. Usted puede enviar sus comentarios sobre cualquier preocupación de las estimaciones o cualquier otro aspecto de este proyecto de colecta de información a: Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

c) Si NO, ¿Que tipo de información sobre el parque necesitaban que no estaba disponible? Por favor sea específico.

2. a) En este viaje, ¿alguien de su grupo personal pasó la noche lejos de su residencia permanente, ya sea dentro de Sequoia y Kings Canyon o en un area dentro de 80 millas de los Parques?

☐ Sí ☐ No → Vaya a la pregunta 3

b) Si sí, por favor escriba el número de noches que su grupo personal permaneció en los Parques Sequoia y Kings Canyon y en el área de 80 millas circundante.

\_\_\_\_ Número de noches dentro de los parques

\_\_\_\_ Número de noches en el área fuera de los parques.

c) & d) ¿Cuántas noches pasó su grupo personal en los siguientes tipos de alojamiento? Por favor escriba el número de noches..

c) Número de noches dentro del parque \_\_\_\_\_ d) Número de noches fuera de los parques \_\_\_\_\_ (dentro de 80 millas de los parques)

\_\_\_\_ Alojamiento con concesionarios: John Muir Lodge, Cedar Grove Lodge, Grant Grove Cabins, Wuksachi Lodge n/a

n/a Otro alojamiento, hotel, motel, renta vacacional, cama y desayuno, etc. \_\_\_\_\_

\_\_\_\_ Vehículo recreacional/campamento de trailers \_\_\_\_\_

\_\_\_\_ Tienda de campaña en campamentos desarrollados \_\_\_\_\_

➡ ¿En qué campamento?) Especifique. \_\_\_\_\_

\_\_\_\_ Campo/campamento en zona virgen \_\_\_\_\_

\_\_\_\_ En la casa de amigos o parientes \_\_\_\_\_

\_\_\_\_ Residencia personal \_\_\_\_\_

\_\_\_\_ Otro (Por favor especifique) \_\_\_\_\_

Otro dentro \_\_\_\_\_ Otro fuera \_\_\_\_\_

3. En esta visita, ¿cuánto tiempo paso su grupo personal visitando los parques Sequoia y Kings Canyon? Por favor escriba las horas o días parciales como: 1/4, 1/2, 3/4.

\_\_\_\_ Número de horas si es menos de 24

O

\_\_\_\_ Número de días si es 24 o más

4. a) En visitas anteriores, ¿en qué actividades participó su grupo personal en los parques Sequoia y Kings Canyon? Por favor marque (●) a todo lo que aplique en la columna (a).

b) En esta visita, ¿en qué actividades participó su grupo personal dentro de los parques? Por favor marque (●) a todo lo que aplique en la columna (b).

c) Si usted visitara los parques en el futuro, ¿en qué actividades preferiría participar su grupo personal? Por favor marque (●) a todo lo que aplique en la columna (c).

a) Visitas pasadas b) Esta visita c) Visita futura

☐ ☐ ☐ Asistir a pláticas/programas/caminatas guiadas por un guardabosque durante el día

☐ ☐ ☐ Asistir a programas “alrededor de la fogata” guiados por un guardabosque

☐ ☐ ☐ Acampar en campamentos desarrollados

☐ ☐ ☐ Visitas a cuevas

☐ ☐ ☐ Artes creativas (fotografía/dibujo/pintura/escritura)

☐ ☐ ☐ Esquí de fondo

☐ ☐ ☐ Pesca

☐ ☐ ☐ Senderismo o caminata (durante el día)

☐ ☐ ☐ Ir de excursión con una mochila para pasar la noche

☐ ☐ ☐ Montar a caballo

☐ ☐ ☐ Picnic

☐ ☐ ☐ Conducir en carreteras escénicas

☐ ☐ ☐ Recorridos panorámicos

☐ ☐ ☐ Deslizarse en trineo

☐ ☐ ☐ Caminatas en la nieve

☐ ☐ ☐ Natación y otras actividades acuáticas

☐ ☐ ☐ Ver vida silvestre/observación de aves

☐ ☐ ☐ Otros (Especificar)

Visitas pasadas \_\_\_\_\_ Esta visita \_\_\_\_\_ Visitas futuras \_\_\_\_\_

c) No residentes, ¿cuál fue el método de transporte que su grupo personal usó para viajar la mayoría de la distancia desde su casa hasta el área? Por favor marque (●) solo una.

- ☐ Automóvil      ☐ Motocicleta      ☐ SUV/camión/camioneta
- ☐ Casa rodante      ☐ Avión
- ☐ Otro (Por favor especifique) \_\_\_\_\_

7. a) Por favor marque (●) **todos los concesionarios** (servicios comerciales) e instalaciones que su grupo utilizó en los PNs Sequoia y Kings Canyon durante esta visita.

b) Sólo para los servicios e instalaciones que su grupo personal usó, por favor califique su importancia para su visita del 1-5.

c) Sólo para los servicios e instalaciones que su grupo personal usó califique su calidad del 1 al 5.

- |  |   |   |
|--|---|---|
| <b>a) Servicios comerciales/instalaciones usadas</b> | <b>b) Si utilizadas, ¿Cuál es su importancia?</b><br>1=Sin importancia<br>2=Ligeramente importantes<br>3=Moderadamente importantes<br>4=Muy importantes<br>5=Extremadamente importantes | <b>c) Si utilizadas, ¿Cuál es su calidad?</b><br>1=Muy mala<br>2=Mala<br>3=Promedio<br>4=Buena<br>5=Muy buena |
|--|---|---|

- ☐ Tiendas de regalos
- ☐ Montar a caballo
- ☐ Lavandería
- ☐ Alojamiento  
Especifique la localización \_\_\_\_\_
- ☐ Mercados (comida/provisiones/etc.)  
Especifique la localización \_\_\_\_\_
- ☐ Restaurantes  
Especifique la localización \_\_\_\_\_
- ☐ Regaderas  
Especifique la localización \_\_\_\_\_

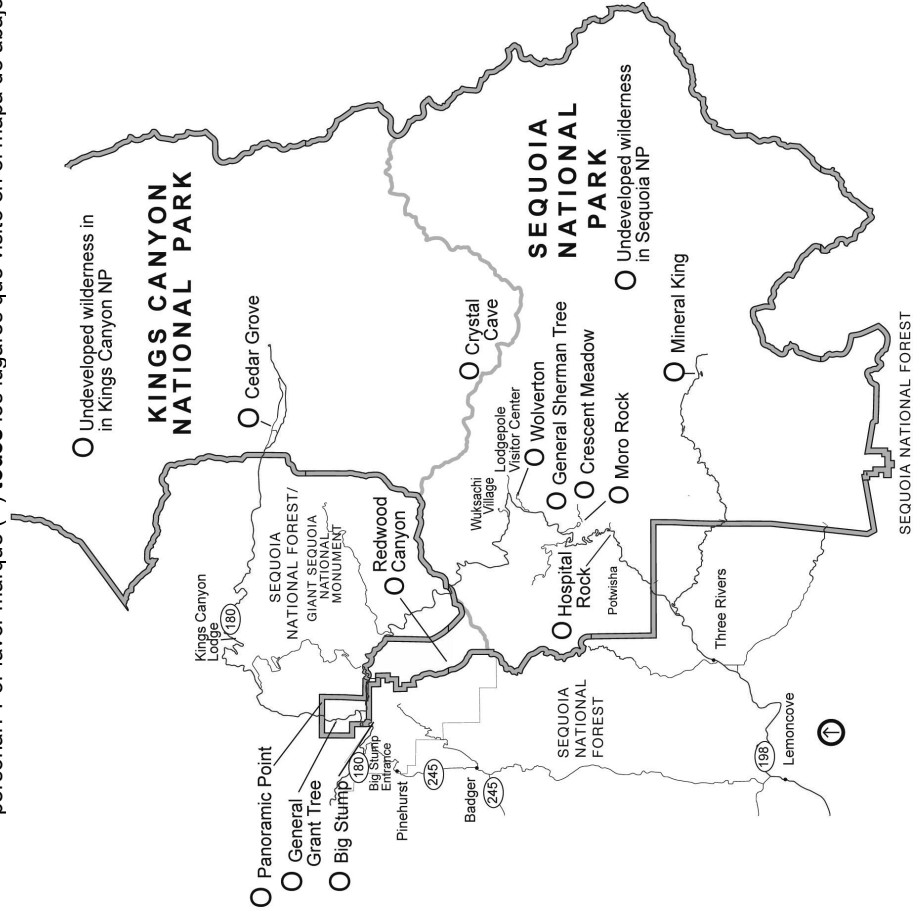
d) Si nos visitara en el futuro, ¿qué servicios/facilidades comerciales le gustaría ver que se ofrecieran?

\_\_\_\_\_

5. a) En esta visita, ¿por dónde entró inicialmente a los parques nacionales Sequoia y Kings Canyon?

- ☐ Carretera 198 a Sequoia PN      ☐ Carretera 180 a Kings Canyon PN
- ☐ Otra (Por favor especifique)) \_\_\_\_\_

b) En esta visita a los parques Sequoia y Kings Canyon, ¿qué lugares visitó su grupo personal? Por favor marque (●) **todos** los lugares que visitó en el mapa de abajo.



b) Fue el visitar a los PNs Sequoia y Kings Canyon la razón principal por la que los miembros no residentes de su grupo vinieran al área de 80 millas alrededor de los parques?

- ☐ No      ☐ Sí

8. a) Por favor marque (●) **todos** los servicios al visitante e instalaciones utilizadas por su grupo personal en los parques nacionales Sequoia y Kings Canyon durante esta visita.

b) Sólo para los servicios e instalaciones utilizadas por su grupo personal, por favor califique su importancia del 1-5.

c) Sólo para los servicios e instalaciones utilizadas por su grupo personal, por favor califique su calidad del 1-5.

a) Servicios al visitante/facilidades utilizadas	b) Si utilizadas, ¿Qué tan importantes?	c) Si utilizadas, ¿Cuál es su calidad?
1=Sin importancia	1=Muy mala	
2=Ligeramente importante	2=Mala	
3=Moderadamente importante	3=Promedio	
4=Muy importante	4=Buena	
5=Extremadamente importante	5=Muy buena	

<input type="radio"/> Acceso para gente con discapacidades	_____
<input type="radio"/> Sitios para campamento en zonas silvestres	_____
<input type="radio"/> Campamentos desarrollados	_____
<input type="radio"/> Estacionamientos	_____
<input type="radio"/> Señalización dentro del parque	_____
<input type="radio"/> Áreas de picnic	_____
<input type="radio"/> Acotamientos	_____
<input type="radio"/> Reciclaje	_____
<input type="radio"/> Sanitarios	_____
<input type="radio"/> Caminos	_____
<input type="radio"/> Senderos	_____
<input type="radio"/> Señales de los senderos	_____
<input type="radio"/> Recolección de basura	_____

9. En general, ¿cómo calificaría la calidad de los servicios y facilidades y oportunidades recreativas provistas a su grupo personal en los PNs Sequoia y Kings Canyon durante esta visita? Por favor marque (●) **uno**.

Muy pobre	Pobre	Promedio	Bueno	Muy bueno
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Mientras estuvo en los parques en esta visita, ¿Su grupo personal utilizó o deseó utilizar alguno de los siguientes aparatos electrónicos para obtener información sobre el parque? Por favor marque (●) **todo** lo que aplique.

Ninguno → Vaya a la pregunta 11	
<input type="radio"/> Teléfono celular (menos smart phone)	<input type="radio"/> reproductores MP3/MP4
<input type="radio"/> Sistema receptor manual de geoposicionador (GPS) (de mano)	<input type="radio"/> Otros aparatos electrónicos portátiles (iPad, iPhone, Blackberry, etc.)
<input type="radio"/> Computadora portátil	
<input type="radio"/> Otro (Por favor especifique) _____	

11. Si usted viniera a visitar Sequoia y Kings Canyon en el futuro ¿sobre que temas le gustaría aprender a su grupo personal? Por favor marque (●) **todas** las que apliquen.

<input type="radio"/> No esta interesado en estos temas → Vaya a la pregunta 12
<input type="radio"/> Calidad del aire <input type="radio"/> Historia /Arqueología
<input type="radio"/> Animales <input type="radio"/> Planear una visita segura
<input type="radio"/> Cambio climático <input type="radio"/> El papel del fuego en los ecosistemas
<input type="radio"/> Cielo nocturne/astronomía <input type="radio"/> Especies en peligro y amenazadas
<input type="radio"/> Declinación de ranas/anfibios <input type="radio"/> Areas silvestres
<input type="radio"/> Otro (Por favor especifique) _____

12. En una visita en el futuro ¿cómo preferiría su grupo personal aprender acerca de la historia natural y cultural de los PNs Sequoia y Kings Canyon? Por favor marque (●) **todo** lo que aplique.

<input type="radio"/> No está interesado en aprender sobre los parques → Vaya a la pregunta 13
<input type="radio"/> Folletos/otro material impreso <input type="radio"/> Website del parque: <a href="http://www.nps.gov/seki">www.nps.gov/seki</a>
<input type="radio"/> Films/películas/videos <input type="radio"/> Programas guiados por guardabosques
<input type="radio"/> Exposiciones al aire libre <input type="radio"/> Centros de visitantes/exposiciones
<input type="radio"/> Dispositivos/Electrónicos y de media para ser transferidos por los visitantes a archivos digitales <input type="radio"/> Medios Sociales:
<input type="radio"/> Facebook <input type="radio"/> Twitter
<input type="radio"/> Otros (Por favor especifique) _____

13. a) Por favor indique que tan seguro se sintió su grupo personal durante su visita a los PN's Sequoia y Kings Canyon. Por favor marque (●) una respuesta para cada asunto.

**¿Qué tan seguro se sintió en los parques?**

Asunto de seguridad	Muy inseguro	Inseguro	Ni inseguro	Muy Seguro
---------------------	--------------	----------	-------------	------------

Crímenes de persona a persona ☐ ☐ ☐ ☐

Crímenes contra la propiedad ☐ ☐ ☐ ☐

Seguridad en caminos/trafico ☐ ☐ ☐ ☐

- b) Si marcó que se sintió "muy inseguro" o "inseguro" para cualquiera de los asuntos anteriores por favor, explique porque.

14. Su seguridad es importante. La información sobre seguridad está disponible de diversas maneras a través de todo los dos parques. ¿Qué fuentes utilizó su grupo personal para encontrar información acerca de medidas de seguridad, posibles riesgos en los parques y otros riesgos? Por favor marque (●) **todo** lo que aplique.

- ☐ Ninguna → **Vaya a la pregunta 15**
- ☐ Radio local/TV ☐ Señales
- ☐ Periódico del parque/ mapa ☐ Personal en los Centros de visitantes/museos
- ☐ Website del parque: [www.nps.gov/seki](http://www.nps.gov/seki)
- ☐ Otro (Por favor especifique) \_\_\_\_\_

15. Si fuera a acampar en los PN's Sequoia y Kings Canyon en el futuro. ¿qué amenidades utilizaría su grupo personal en un campamento desarrollado? Por favor marque (●) **todo** lo que aplique.

- ☐ No acampa → **Vaya a la pregunta 16**
- ☐ Posibilidad de hacer reservaciones ☐ Sitios de campamento estándar (1-6 personas)
- ☐ Estaciones para vertedero ☐ Sitios para grupos medianos (7-15 personas)
- ☐ Regaderas ☐ Sitios para grupos grandes (16+ personas)
- ☐ Servicios (agua ,drenaje, eléctricas) conectores para RVs
- ☐ Otro (Por favor especifique) \_\_\_\_\_

16. Para su grupo personal, por favor estime los gastos para los artículos enlistados abajo por su visita a los PN's Sequoia y Kings Canyon y su área alrededor (80 millas). **Por favor escriba "0" si no se gastó dinero en una categoría en particular.**

- a) Por favor escriba el gasto total de su grupo personal dentro de los parques.
- b) Por favor escriba el gasto total de su grupo personal en al área alrededor y afuera del parque (80 millas)

NOTA: Los residents de las cercanías solo deben incluir los gastos **para este viaje** a los PN's Sequoia y Kings

	a) DENTRO de los parques	b) FUERA del parque
--	--------------------------	---------------------

Albergue, hotel, motel, cabaña, B&B, etc. \$ \_\_\_\_\_

Costos y cargos de campamento \$ \_\_\_\_\_

Costos y cargos de guías \$ \_\_\_\_\_

Restaurantes y bares \$ \_\_\_\_\_

Comida y comida para llevar \$ \_\_\_\_\_

Gasolina y aceite (auto, RV, bote, etc.) n/a \$ \_\_\_\_\_

Otros gastos de transportación (Carros rentados, taxis, reparaciones, trasbordador, pero NO tarifa de avión) \$ \_\_\_\_\_

Admisión, recreación, gastos para diversión \$ \_\_\_\_\_

Otros gastos (recuerdos, libros, postales, bienes deportivos, ropa, donaciones, etc.) \$ \_\_\_\_\_

- c) ¿A cuánta gente cubren estos gastos? Por favor marque "0" si ningún niño fue cubierto por estos gastos

\_\_\_\_\_ Adultos (18 años y más) \_\_\_\_\_ Niños (menos de 18 años)

17. a) Cuando visita una área como los PN's Sequoia y Kings Canyon, ¿qué idioma (s) prefiere usar la mayoría de los miembros de su grupo personal?

Hablar: ☐ Inglés ☐ Otro (Especifique) \_\_\_\_\_

Leer: ☐ Inglés ☐ Otro (Especifique) \_\_\_\_\_



24. a) ¿Hay miembros hispanos o latinos en su grupo personal? Por favor marque (●) **uno** por cada miembro del grupo

	Usted	Miembro #2	Miembro #3	Miembro #4	Miembro #5	Miembro #6	Miembro #7
Sí, Hispano o Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, ni hispano ni latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) ¿Cuál es la raza de cada uno de los miembros de su grupo personal? Por favor marque (●) **uno o más** para cada miembro del grupo

	Usted	Miembro #2	Miembro #3	Miembro #4	Miembro #5	Miembro #6	Miembro #7
Indio Americano o nativo de Alaska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asiático	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negro o Afro Americano	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nativo hawaiano o de otra isla del pacífico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blanco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. a) Solo para Usted, ¿qué categoría representa mejor su ingreso familiar anual? Por favor marque (●) **solo una**.

<input type="radio"/>	Menos de \$24,999	<input type="radio"/>	\$50,000-\$74,999	<input type="radio"/>	\$150,000-\$199,999
<input type="radio"/>	\$25,000-\$34,999	<input type="radio"/>	\$75,000-\$99,999	<input type="radio"/>	\$200,000 o más
<input type="radio"/>	\$35,000-\$49,999	<input type="radio"/>	\$100,000-\$149,999	<input type="radio"/>	No quiero responder

b) ¿Cuántas personas hay en su casa? \_\_\_\_\_ Número de personas

26. ¿Existe cualquier otra cosa que su grupo personal quisiera decir acerca de su visita a los parques nacionales Sequoia y Kings Canyon?

¡Gracias por su ayuda! Por favor selle el cuestionario en el sobre prepagado provisto y deposítelo en cualquier buzón de correo de los USA.

♻️ Printed on recycled paper

Box 1139

BUSINESS REPLY MAIL  
FIRST-CLASS MAIL PERMIT NO. 163 MOSCOW ID

POSTAGE WILL BE PAID BY ADDRESSEE



VISITOR SERVICES PROJECT

PARK STUDIES UNIT

COLLEGE OF NATURAL RESOURCES

UNIVERSITY OF IDAHO

875 PERIMETER DRIVE

MOSCOW ID 83843-9960

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES





## Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
University of Idaho  
875 Perimeter Drive MS 1139  
Moscow, ID 83843-1139

Phone: 208-885-2585  
Fax: 208-885-4261  
Email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu)  
Website: <http://www.psu.uidaho.edu>



## Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variables: group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitors' place of residence proximity to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitors' place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park
3. Respondents and non-respondents are not significantly different in terms of how park fit into travel plans
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for average respondent age and group type were less than 0.05, indicating significant differences. P-values were larger than 0.05 in other variables, indicating insignificant differences between respondents and non-respondents. Respondents at younger age range (40 years old or less) and visitors who traveled with family appear to be less responsive to the survey than visitors traveling with other type of groups. Results presented in this report only reflect simple frequency of visitor responses. Further analyses need to be weighted to account for the potential effects of non-response bias.

## References

- Dey, E. L. (1997). Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
- Dillman, D. A. (2007). *Mail and Internet Surveys: The Tailored Design Method, Updated version with New Internet, Visual, and Mixed-Mode Guide*, 2<sup>nd</sup> Edition, New York: John Wiley and Sons, Inc.
- Dillman, D. A. and Carley-Baxter, L. R. (2000). *Structural determinants of survey response rate over a 12-year period, 1988-1999*, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
- Filion, F. L. (Winter 1975-Winter 1976). Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
- Goudy, W. J. (1976). Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer, C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967). A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994). *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004). Surveying Non-respondents. *Field Methods*, 16 (1): 23.

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 102/122403, September 2013

**National Park Service  
U.S. Department of the Interior**



---

**Natural Resource Stewardship and Science  
1201 Oakridge Drive, Suite 150  
Fort Collins, CO 80525**

**[www.nature.nps.gov](http://www.nature.nps.gov)**